

# The NATIONAL UNDERWRITER

## Life Insurance Edition

### Ye Olde Maine Almanac For 1950

Q. What is ignorance?



For twenty bright and fruitful years,  
He worked and toiled for others' good.  
He sold insurance night and day . . .  
A credit to his neighborhood.

A. Now happiness.

#### PROGNOSTIX

#### EMBERS from the HEARTH

JAN  
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**RESOLVE** - Sell Union Mutual Insured Savings Plan

**SLIPPERY** - Good time to sell Union Mutual Non-Can S & A

**Income Tax Time** - review of business reveals need for Business Insurance

**SPRING** - renewed vitality for selling Union Mutual Preferred Risk

**Union Mutual Double Protection Plan** sells easily

**WEDDINGS** - Need for Family Income

**VACATIONS** - Retirement Plans provide future vacations

**Back to work** - ideal Programming time

**SCHOOL AGAIN** - sell Union Mutual Juvenile Insurance

**New Homes ready** - Mortgage Retirement protects family

**Group and Wholesale** make fine Xmas gifts for employees

**XMAS** - Let the season be Merrie

A Union Mutual Life Underwriter is a credit to any neighborhood. He is a leading citizen who carries the philosophy of his work . . . that of doing good for others . . . into his home and neighborhood life. His training\* plus his complete sales kit\*\* have earned him a better than average income and he enjoys the respect of a wide and varied acquaintance.

\*He had the benefit of three training courses - namely, Introductory Training Course, Advanced School - Part I and Advanced School - Part II.

\*\*His sales kit contains complete Life coverages, Noncancellable Sickness and Accident (as well as Commercial and Hospital), Group and Wholesale.

Founded in the Year 1848

UNION



MUTUAL

Life Insurance Company

ROLLAND E. IRISH, President

Portland, Maine  
Home Office

FRIDAY, MAY 26, 1950



## "How to make friends by insuring people"

No need to write a book with that title. There's no "how" to it.

It's automatic for friendship to begin with a signature on an Equitable Life insurance policy.

And as the years go by...as one man gets his home mortgage paid off...as another retires to take life easy...as a third sees his son graduate from college with honors—the feeling of friendliness for the man who was responsible for it all is doubled—and redoubled.

That is why it is such a privilege to be a life insurance agent—particularly with an institution like The Equitable Life Assurance Society. What other man does more for his friends and neighbors? What other man performs a more important service to the community as a whole?

★ ★ ★

Listen to "THIS IS YOUR FBI"...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT—ABC NETWORK

**THE EQUITABLE**  
LIFE ASSURANCE  
**SOCIETY**  
OF THE UNITED STATES

THOMAS I. PARKINSON, *President*  
393 Seventh Avenue, New York 1, N. Y.

*One of a series of advertisements illustrating how a representative of The Equitable Life Assurance Society serves his community by selling life insurance.*

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## Life Executives to Address Many College Students

### L.I.A.M.A. Speakers' Bureau Sponsors Talks on Institutional Basis

Life insurance executives will address college students on an institutional basis next fall through the newly organized speakers' bureau of Life Insurance Agency Management Assn.

The plan is under the supervision of the relations with universities committee of which Sayre MacLeod, vice-president of Prudential, is chairman.

Speakers will be home office executives from member companies throughout the country. Their services will be available to all colleges and universities requesting them. The committee has sent to college deans and placement officers a description of the program.

Already tested this spring on 12 campuses, the speakers' bureau attempts to picture the life insurance career, both home office and field, on an institutional and objective basis and to provide students in colleges without insurance courses a fundamental explanation of how life insurance works for the public.

The relations with universities committee learned while preparing its report that life insurance companies had no standard pattern for recruiting college undergraduates. A number of universities, including many with schools of business administration, offer no instruction in life insurance, although other forms of investment are often included in economics courses.

The committee began its speakers' bureau program with a series of lectures which had been used with great success for three years by Charles J. Zimmerman, associate managing director of L.I.A.M.A. who has worked closely with the group. One of the lectures is a career presentation; the other three deal with the history, mechanics and services of life insurance.

#### Nominate 288 Speakers

Member companies were asked earlier this year to recommend home office executives who could do a good job and who would be willing to undertake a speaking assignment to represent not their companies but the institution of life insurance. Evidence of enthusiasm is the figure of 288 nominations of speakers received by the committee.

The committee cleared the plan with university teachers of insurance who made helpful suggestions about the lecture materials. The teachers cautioned against optimism, feeling that it would take colleges some time to get used to the idea of insurance speakers on the campus. However, the original mailing to deans met a highly encouraging response and 12 immediate requests for speakers were received. Some 24 colleges are already scheduled for speakers next fall.

One college wanted two men to spend an entire day on campus, each to give three lectures so that six sophomore economics classes could learn about life insurance. This engagement has been filled. Lecturers this spring have included the chairman of one company, a president and agency officials. In a few instances where a home office was

## N.A.I.C. Quebec Program Set Forth in Detail

The hour-by-hour program of committee meetings, plenary sessions, banquet, receptions, etc., for the annual meeting of National Assn of Insurance Commissioners at Chateau Frontenac, Quebec, June 12-16, has been completed and is given herewith, except for sessions purely of interest to fire and casualty people.

#### Monday, June 12

3 p.m.—Executive committee meeting, chairman, Sullivan, Kan.  
Central office committee report, chairman, Hershey, Illinois; convention procedure report, Larson, Florida; insurance in connection with installment sales, Larson; interstate cooperation and auditing of annual statements, Stone, Nebraska; blanks committee report, Robinson, Ohio, and invitation for 1951 midyear meeting, Superintendent Jorge Font Saldana, Puerto Rico.  
5:30-7:30 p.m.—President's reception.

#### Tuesday, June 13

8 a.m.—Special subcommittee, insurance in connection with installment sales, Larson, Florida.  
Laws and legislation, Butler, Texas.  
Fraternal committee, Sullivan, Washington.  
Subcommittee gain and loss exhibit, Dineen, New York.  
9 a.m.—Subcommittee, valuation of securities, Harrington, Massachusetts.  
Social security committee, Alexander, Iowa.  
Examinations committee, Bowles, Virginia. Report of special subcommittee, Stone, Nebraska.  
All-industry committee, chairman, J. Victor Herd, New York.  
Subcommittee standard nonforfeiture and valuation laws, Russell O. Hooker, Connecticut.

11 a.m.—Plenary session, presiding, the president, Forbes, Michigan. Invocation, Mgr. Ferdinand Vandy, rector of Laval University. Addresses of welcome, Onesime Gagnon, provincial treasurer of Quebec, and Mayor Bourne of Quebec City. Response, Allyn, Connecticut. Roll call, president's address.

2 p.m.—Committee on interstate cooperation and auditing of annual statements, Stone, Nebraska. Agenda: "The Interstate Compact as an Instrument for Cooperative Action in Insurance Regulation."

3 p.m.—Blanks committee, chairman, Robinson, Ohio.  
Subcommittee minimum requirements and benefits and fair trade practices, Downey, California.

5:30-7:30—Reception at the Citadel, Superintendent Lafrance, Quebec, and Brig. J. V. Allard, commander eastern Quebec.

#### Wednesday, June 14

8 a.m.—Life committee, Harrington, Massachusetts.

10 a.m.—Subcommittee convention procedure, chairman, Larson, Florida.

Unauthorized insurance, Stone, Nebraska.

Taxation and real estate committee, Viehmann, Indiana.

11 a.m.—Liaison committee with federal trade commission, Larson, Florida.

2 p.m.—A & H committee, Knowlton, New Hampshire. Agenda: Uniform standard provisions law; subcommittee on minimum requirements, benefits and fair trade practices; departmental problems in connection with approval of policy forms; current revision of the official

not conveniently located to the university, general agents and managers were asked to conduct lectures.

Speakers use one or more of the four lectures, adapting them to their own styles. After a visit to the campus, a questionnaire is completed by the speaker for the committee files. Another questionnaire is filled in by the dean or placement officer. These will be used for guidance as the program progresses.

It was decided to make bureau services available at all schools when the pilot program proved that the pattern of lectures is sound, colleges welcome this service and companies are cooperating to the fullest. Canadian member companies are considering a similar undertaking.

guide; definition of group life insurance; approval of advertising.

4:30-6:30 p.m.—Reception at Spencerwood, Sir Eugene Fiset, lieutenant governor of Quebec, for commissioners and staff members and their wives only.

#### Thursday, June 15

9 a.m.—Federal legislation committee, Harrington, Massachusetts.

11 a.m.—Second plenary session, reports of committees. Film to be shown by Superintendent Saldana, Puerto Rico.

2 p.m.—Valuation of securities committee, Dineen, New York.

4 p.m.—Executive committee, Sullivan, Kansas. Report of subcommittees.

7:30 p.m.—Banquet, chairman, Lafrance, Quebec; speaker, Maurice Duplessis, prime minister of Quebec.

#### Friday, June 16

2 p.m.—Final plenary session. Reports of committees, business session, adjournment.

Those taking the post-convention Saguenay cruise will board the ship at 8:30 a. m. Saturday. They will be deposited at Montreal the morning of June 19.

For the ladies there is a sight-seeing trip to the shrine at Ste. Anne de Beaupre the morning of June 13. On the afternoon of June 14 while the commissioners' wives are at the reception at Spencerwood, the other ladies will have a tea at Manoir St. Castin, Lac Beauport. The morning of June 15 there will be a sightseeing tour of Quebec City and part of the Island of Orleans for the ladies.

## Program Completed for LIA Meeting at Atlantic City

The spring meeting of Life Insurance Assn. of America, to be held at Haddon Hall, Atlantic City, N. J., June 1-2 will open with the board of directors meeting Thursday morning. In the afternoon there will be a forum on Washington developments, including discussion of the L.I.A.'s new Washington office, the company income tax outlook, federal taxation of policyholders and beneficiaries, social security expansion, status of agents, compulsory health insurance and encroachment on state regulation. James A. McLain, president of Guardian Life, will be moderator. The afternoon will conclude with a cocktail party. There will be dancing and entertainment that evening.

Friday morning, following a short business session, there will be an address by General Georges F. Doriot, president American Research & Development Corp. of Boston and professor of industrial management at Harvard school of business, and a forum on investments, including discussion of the valuation of securities proposal, mortgage lending activities, and equity capital. Moderator will be Donald B. Woodward, 2nd vice-president of Mutual Life.

In the afternoon there will be a talk by John Marshall Holcombe, Jr., managing director of L.I.A.M.A., followed by a forum on such topics as possible practice-of-law violations by agents, reserve-strengthening programs, new premium receipts procedure, group insurance, and the New York expense limitations amendments to section 213. Moderator will be E. M. McConney, president of Bankers Life of Iowa and of the Society of Actuaries.

It is possible that new developments will cause additional topics to be included in the forum discussions.

## Kalmbach Succeeds Maclean as Mass. Mutual Life's Head

### Responsibilities of Vice- Presidents Peirce and Fischer Also Broadened

Massachusetts Mutual Life has elected Leland J. Kalmbach, vice-president and a director since 1948, as president to succeed the late Alexander T. Maclean. Mr. Maclean was named president in January, 1945, and held that office until his recent death.

Also, duties and responsibilities of two other officers were broadened. Harry H. Peirce, vice-president and actuary, was elected to the finance committee, and Vice-president Chester O. Fischer was elected to the agency committee and the committee on death claims, filling vacancies created by the death of Mr. Maclean. Mr. Peirce and Mr. Fischer are directors.



**L. J. Kalmbach**

#### Is Company's Ninth President

Mr. Kalmbach, ninth president of Massachusetts Mutual Life, is one of the country's best known and most highly regarded actuaries and life company officers. He joined the company as vice-president Jan. 1, 1948, and the following month was elected a director. As a member of the finance committee, agency committee, and committee on death claims, he is experienced in the operations of the company and has carried a large share of the management responsibilities.

Under his direction underwriting practices have been liberalized and other changes made, resulting in further improved service to policyholders and the field. He is a field-minded company officer and has rapidly become popular among the general agents and agents, his fellow officers and company personnel.

For 24 years before joining Massachusetts Mutual, Mr. Kalmbach was with Lincoln National. He joined its actuarial department in 1924 and was 1st vice-president and a director when he resigned to join Massachusetts Mutual.

#### Was Vice-President of Institute

He is a fellow of the Society of Actuaries, was vice-president of the former American Institute of Actuaries, and has served as chairman of the executive committee of the Medical Information Bureau. He is a director of the Springfield Y.M.C.A. and a trustee of Trinity Methodist Church. He is an enthusiastic golfer.

Born in Chelsea, Mich., Mr. Kalmbach graduated in 1923 from University of Michigan, where he majored in business administration and actuarial mathematics and won Phi Beta Kappa honors.

Though his first name is Leland, Mr. Kalmbach is known as "Pete" among his friends.

Mr. Peirce graduated from Amherst  
(CONTINUED ON PAGE 24)



## J. Harry Wood to Be President of Central Life of Ill.

**Alfred MacArthur, 40 Year Life Insurance Veteran, to Become Chairman**

The directors of Central Life of Illinois by action Wednesday created the office of chairman of the board which will be assumed by Alfred MacArthur on Sept. 1. The office of president will simultaneously be assumed by J. Harry



Alfred MacArthur

J. Harry Wood

Wood who will be charged with the operational phases of the company, leaving the broad policy and investment side of the business to Mr. MacArthur.

Mr. MacArthur has been active in the life insurance business for more than 40 years, as agent, general agent, and company officer. As a salesman he was consistently among the top producers of the country and also very successful as a general agent. He was president of Chicago Assn. of Life Underwriters in 1916. He became president of Central Life in 1929 and since that time the company has had substantial growth and achieved a position in the top rank as to financial strength.

Mr. Wood has a most well rounded career in the insurance business, having served in both the office and the field. His practical experience includes, since his start with John Hancock Mutual Life in 1926 in the group department, an advancement to field trainer in the agency department, manager of sales for the Hoyer agency at Columbus. He returned to the home office in 1936 as head of the general agency department and was a vice-president of the company when he left in 1944 to become executive vice-president of Massachusetts Protective Companies of Worcester, Mass.

As he came up the ladder he supplemented his business administration studies at Harvard by receiving his master's degree in that subject from Columbia University. He had three years with the Life Insurance Sales Research Bureau, first as consultant and later as director of managers schools. At present he is delivering a series of special lectures at Washington University at St. Louis on business policies and sales management administration.

This move of Central Life is in preparation for expansion and, on its completion on Sept. 1, more general agencies will be established in many new locations.

### Los Angeles Cashiers Elect

Life Agency Cashiers Assn' of Los Angeles has elected these officers: President, Mrs. Edan Knipdash, Northwestern Mutual; vice-president, Miss Ruth Haine, Northern Life; secretary, Edward R. Martinelli, Franklin Life; treasurer, Lloyd G. Jackes, Manufacturers Life.

## Subcommittee Grills VA on Cost of Handling NSLI

WASHINGTON—Testimony before the Hardy subcommittee late last week indicated that whereas the budget called for \$44,877,000 for administering all government life insurance programs, the actual cost for 1950 is about \$80 million, not including rental of office space and certain other items. Nor is the time of the Department of Justice, budget bureau, armed services or Congress occupied with the matter included.

Cost of paying the \$2.8 billion NSLI dividend is about \$12½ million, according to budget bureau witnesses, but will be less on future dividends, due to improvement in veterans administration efficiency. Hardy agreed that there has been improvement in VA administration the last two years, but said that was still not indicative of good performance.

Facility with which the dividend has been paid is indicative of "a fairly good state of records," a budget official testified. "VA has paid about \$14 million dividends, at least a very substantial portion of them correctly." The cost of issuing U. S. government dividends is lower than that of issuing NSLI dividends. Hardy suggested a proper yardstick to apply to the latter would be the cost of commercial life dividend paying, compared with that of USG.

### Only Half the Real Cost

Rep. Lovre remarked that the \$44,000,000 figure above referred to was only about 50% of the actual cost of administering government insurance programs, and asked: "Is that the way all government departments and agencies operate? Where can one go to get the total actual cost of any government program?"

The official replied by reference to systems in effect since 1789, but suggested development of the performance budget would remedy the situation. On the question of comparative cost per policy of NSLI and commercial insurance, the budget expert said he did not know whether the law requires more or less work to be done by VA than commercial companies do, therefore could not compare them.

With Assistant VA Administrator Breining resuming the stand, Committee Counsel Dorsey read excerpts from congressional committee reports and hearings since 1947 criticizing VA methods and operations as obsolete, inefficient, etc., and indicating that recommendations for improvement therein had not been adopted.

Breining said a survey would be required to determine actual VA insurance costs, but insisted the budget estimate of \$80 million is too high, at the same time admitting he had no figures to refute it. A real cost survey would be expensive, he said.

### Role of Justice Department

Dorsey brought out that since the close of hostilities several hundred NSLI claim cases had been handled by the Department of Justice, with VA cooperating. Solicitor Odom explained the modus operandi. He had no figure on total cost of litigation over NSLI claims.

Breining testified about 70% of NSLI premiums are paid on a monthly basis and VA posts NSLI premium checks received manually, USG premiums mechanically.

"Don't commercial life companies

(CONTINUED ON PAGE 23)

## Cheney President of Home Office Life Underwriters Assn.

**Group Studies Social Influences, Atom Effects, Higher Cost of Doing Business**

NEW YORK—The impact of social influences on underwriting techniques, the handling of applications from persons employed in plants of the atomic energy commission, and references to the constant need for appraising underwriting practices in the light of overall company costs of doing business were the main topics at the first meeting since 1948 of the Home Office Life Underwriters Assn.

George W. Cheney, Phoenix Mutual was elected president, succeeding A. P. Morton, Prudential. Andrew C. Webster, Mutual Life, and Marshall L. Cleaves, Home Life of New York, were elected vice-presidents, and Thomas K. Dodd, Connecticut Mutual, was reelected secretary. George A. Pillman, Mutual Benefit Life, was named treasurer, and Arthur Faulkner, Massachusetts Mutual, editor.

In his presidential address, Mr. Morton emphasized the importance of the underwriter possessing an awareness of the effect of his decision on other departments of the company. He suggested that future programs include more addresses from speakers not in the underwriting end of the business and who could broaden an underwriter's perspective by informing him of how other parts of the business are affected by underwriting practices.

### Cites Social Implications

Underwriters should understand the social implications of their job, said James A. McLain, president Guardian Life. He praised the extension of standard underwriting to bring insurance to more and more people and by doing this social job averting the necessity for governmental intrusion in the business.

Referring to the high "not taken" ratio on rated business, he said that field forces need more sales material to help them sell this business. That problem also has a social aspect too, he said. Agents are interested in prompt action on their applications and underwriting technicalities and procedures should be continually reviewed to speed up policy issue, he said. The red tape that is required should be absolutely essential and have a bearing on important decisions or else be discarded. Underwriting practices must consider the continual advances being made in medicine and progress with them, he suggested, or the business will gravitate to companies that do consider them.

### Should Eye Cost of Procedures

Companies are concerned about expenses, he said, urging underwriters to be certain that their requirements, report, and processes, viewed from their total effect on a company's writings, do not cost more than they are worth. For example, do the costs of medical examinations indicate that a company should increase its non-medical limits? Are inspection reports needed on all classes of business?

William C. Harrison, New York Life, read a tribute to Col. R. C. Stratton, Travelers, for his work on the occupational underwriting committee.

A series of amendments to the association's constitution was approved.

(CONTINUED ON PAGE 24)



## "The Doorway to Security"

In these triple-threat times of low interest rates, high taxes, and high living costs, the ambitious individual finds access to security increasingly difficult . . . he must save more dollars, discovering at the same time that his margin for savings grows ever smaller. Thus the old conventional means of thrift are rendered ineffective. Life insurance, once an optional road to financial success, becomes under today's conditions, the only safe thoroughfare.

The story of life insurance as today's only practical means of creating, maintaining and distributing estates, is being told daily by Commonwealth fieldmen. Backed by their Company's long record of service and security, Commonwealth men are dramatizing in their professional financial services, today's significance of life insurance—"the doorway to security."

Insurance in Force April 1, 1950—\$440,273,724.

**COMMONWEALTH**  
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## LOMA Gets Tips on Higher Production at Lower Unit Cost

### O'Toole Discusses Supervisors' Training; Adams Reports as President

OMAHA—The better a supervisor understands the principles of production and human relations, the better he will be able to exercise control over his twin responsibilities of managing production



W. J. Adams

and managing people, said J. W. O'Toole of the management consulting firm of O'Toole Associates, Queens Village, N. Y., at the spring conference of the Life Office Management Assn. here.

While the supervisor's job on any level of management is comprehensive and complex, at his varied duties and responsibilities can be divided under two headings: production and people, said Mr. O'Toole. The first concern of every supervisor is to get the work done and to do this he must work through people.

#### "Control" Is Gentle

Mr. O'Toole emphasized that in using the word "control" he did not mean an overbearing sort of control but rather ordered activity or regulation. He cited the definition of production control which his organization has used in its conferences: "production control is the coordination of facilities and activities to promote the flow of work through the office, in the proper quantity, of the proper quality, at the right time, to the right place, at the right cost."

There are three main situations that have given rise to the leadership seminars which his organization has helped sponsor in a number of life companies. There is the recognition by insurance executives of their management responsibilities for training present and potential supervisors on all levels. Next, there is the realization by supervisors of the value of such training and their desire to participate in a program that will help improve their performance as managers. Finally there is the record of successful accomplishment of the companies in conducting self-administered training programs of many kinds for many years.

Mr. O'Toole said that his organization's experience with study groups is good proof that a very effective program can be conducted for a company by qualified members of its own staff, provided they are supplied with a well-organized course, the necessary materials, and sufficient time for preparation.

#### Adams Reports as President

In his report as L.O.M.A. president, W. J. Adams secretary of Canada Life, said that the important educational activities of the association have reached an all-time high. In examinations written about a month ago 4,700 students wrote 8,300 examinations. Six members have been taken on since last September, they being American Hospital & Life, Ministers Life & Casualty, Minneapolis, Providence Assurance of Montreal, Southern Life of Georgia, Atlanta State Capital of Raleigh and United Home Life of Indianapolis.

Three new committees have been appointed, two being the Canadian and southern office and planning equipment

(CONTINUED ON PAGE 24)

## REVENGE FOR SS DEFEAT

# Hint FTC Whipping Is Wanted for Insurance

By HENRY HALLAM

WASHINGTON—Federal trade commission officials say that agency plans a series of court cases testing how far it can go in insurance regulation. Administration people are "sore" over rejection by the Senate finance committee of the total and permanent disability feature of the social security bill. Rep. Celler, chairman of the House judiciary committee and its monopoly investigating subcommittee has taken pointed jabs at FTC for not doing something about "bigness" in insurance companies. All this appears to insurance observers here to add up to an administration plan to make things as uncomfortable as possible for the insurance business.

Edward Thomerson, assistant chief counsel of FTC in charge of insurance matters, has been quoted as saying that FTC "will explore through the courts, to see what it can do and cannot do" with respect to insurance regulation. That agency plans to use its authority to step into the picture to the extent that the business is not regulated "adequately" by state laws. In that connection, it will use as a basis its recent survey of and report on state laws and regulations.

#### Getting Back at Insurance

In congressional circles close to anti-trust legislation and study of insurance as part of the monopoly investigation, it has been suggested that there may be a way to "get back" at insurance for its opposition to disability coverage. Indications are that "all the angles" will be tried to get the companies and their operations under federal regulation to the greatest extent possible.

Under the FTC reorganization, it is understood that all matters pertaining to insurance will go to Mr. Thomerson's office for consideration and recommendation.

Before an investigation is started, it is understood the matter would probably go to the general counsel's office, of which Mr. Thomerson is a part. Purpose is to set up and maintain standards about such matters, so as to make for continuity and consistency of policy.

A complaint involving insurance false advertising or deceptive practices would go to the new FTC bureau of deceptive practices. One involving anti-trust violation charges would go the new bureau of restraint of trade. The bureaus would investigate and report back with recommendation for action.

FTC officials admit that the courts will have eventually to decide whether a given insurance action or omission comes under state regulation, to determine whether or not the anti-trust laws apply.

## W. N. Gaffney Is N. J. Commissioner

Warren N. Gaffney, a lawyer of Roselle, has been named New Jersey commissioner of insurance and banking. C. A. Gough, the deputy commissioner, has been serving as the acting commissioner since the resignation of Lawrence B. Carey many months ago.

## LIAMA Sales Method Index Proving a Valuable Tool

### Prospecting Among Clients Shows Up as Typical Weakness of Agents

The sales method index, new supervisory device introduced by L.I.A.M.A. last January, is now being used by 50 member companies and is also being completed by all agents enrolled in the Life Underwriter Training Council courses.

Reports beginning to arrive at L.I.A.M.A. headquarters indicate that managers who have given the test to their agents are to be enthusiastic about the results. There is evidence that the agents themselves are anxious to have their sales analyzed.

The index reviews an agent's last 10 sales and points up the prospecting and selling techniques he has employed. The agent fills in the index and then discusses it with his manager, who makes use of a companion review guide in analyzing the completed forms. The review guide is published in two editions, for the ordinary and combination agent.

One agency, which holds a weekly training session for its agents, told L.I.A.M.A. of having used the index with 15 men. The group results were later discussed at a regular meeting. This group noted the same weaknesses that were found in the summary of 500 test indexes published in the review guides. It was found that general prospecting techniques were weak, especially in prospecting among clients, and that sales procedures needed improvement.

In two weeks following the meeting of these 15 agents, six built an age change file and began using birthday cards; five used direct mail; and all agents joined in requesting a weekly drill session on sales presentation. The manager of this agency thinks one of the chief values of the index is its ability to bring out quickly factors which would take weeks to detect by other means.

Another manager wrote L.I.A.M.A. about the average index results for six of his agents. Here the individual men made notes of places where they fell below the group average as well as comparing with the guide summary. They found it interesting to study the index of an agent producing \$500,000 annual volume to see what methods he uses that they might successfully adapt.

These agents, it is reported, welcomed this method of analyzing their techniques and accepted the results as being much more significant than informal studies they had made previously.

Study of the sales method index in use will be continued by the research division. Even at this early stage, however, it appears that the device is helping to fill a definite need for supervisory procedures that are tangible and that open up specific ways to improve production effectiveness.

### Invest \$106 Million in U. S.

Mortgage investments by Canadian companies in the United States last year were \$106 million compared with \$6 million in 1939. Harry B. Jackson, Vancouver, B.C., told the Great Lakes conference of Society of Residential Appraisers at Minneapolis.

Mr. Jackson, who is a member of the board of International Society of Appraisers, said that in addition to increasing their investments in the United States they are also selling more insurance.

## Business Prospects

Kenneth G. Scotland, member of our Doyle M. Smith Agency of Sacramento, when asked for his impressions of recent trends in selling, answered:

"The only special trend I have noticed is the public's extreme interest in retirement security. This trend is favorable because it has created some positive thinking in connection with the Retirement.

"The Business Insurance selling idea is very useful to me. There has been no particular shift in my prospecting except to include a reasonable number of Business Insurance prospects as well as prospects for advanced Estate Planning. I have found that the procedure in Estate Planning can be simplified to make its use practical for interested and qualified insurance men.

"I have found a very noticeable interest on the part of the public in Mortgage Insurance."

## THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

# Buyers Keenly Interested in DBL Cover Problems

## Insurance Favored over Self Protection, New York Panel Discloses

NEW YORK — Some of the difficulties faced by the employer who decides to self insure under the disability benefits law in New York, and the implied advantages of an insured plan were emphasized at the afternoon forum on disability benefits insurance which was conducted by the insurance section of the American Management Assn. here. The session was extremely well attended and closely followed. One of the other general problems in which employers expressed the greatest interest was that of avoiding the prohibition in the New York law of profiting from the contributions that employees must make for DBL coverage.

The employer selects the method of delivering non-occupational disability benefits under the New York law, Miss Mary Donlon, chairman of the Work-

men's Compensation Board of New York, pointed out. He can insure, self insure, or buy from the state fund. In making up his mind, Miss Donlon said, it is important to recognize that the cost of DBL coverage is not made up altogether of claims. There is in addition the cost of administration, of service, etc. These costs are paid directly by the self insured and indirectly by the insured. Self insured has to post a bond, or equivalent securities.

### Many Employers Haven't Acted

Ernest L. Clark, assistant treasurer of the J. C. Penney Co., New York, who did a fine job as moderator of the panel, said he made an independent investigation of employer action on New York DBL coverage, and found there are not enough employers who have decided what they are going to do, as between self insurance, state fund and insurance, to say what represents a trend.

Miss Donlon said the figures to date, taken from the filings made, indicate a high proportion of employers will in-

sure with private companies. She reiterated at several points that she was not taking a position as between any of the three methods of providing benefits, but pointed out that most employers insure for workmen's compensation and this may well be the case on DBL.

Mr. Clark remarked, facetiously, that insurers need a lot of business to pay for all the salesmen they send around. Seriously, he added, insurers are doing a great job training their staffs in the fine points of the coverage and the law and educating and guiding employers.

### Finds Insurance Worth the Money

One employer said that after close investigation of workmen's compensation self insurance a year ago, his firm, which employs 3,000 to 4,000 persons in New York state, decided that the small amount it could save by self insuring would not offset the amount of service it would lose, the character of that service and the risks that it assumed as a self insurer.

On the other hand, Henry Anderson, of Paramount Pictures, suggested the answer for many employers might be self insurance. He took a sampling of his own employees, which revealed there would be low claim incidence under DBL. The liability is definitely fixed and employers should not be mystified by the law's requirements. Miss Donlon said that last week her office had started approving self insured plans. Mr. Clark said employers can do better by hiring insurers that are trained in the field of risk taking.

Henry S. Beers, vice-president of Aetna Life in charge of group insurance, said that an insured plan is simpler than qualifying for self insurance in many respects. This is particularly true of the employer who has a salary continuance plan.

As to the least expensive method of providing the DBL benefits for a company that operates in all states, Frank E. Walsh, director of group insurance relations at Prudential, said that in California or in New Jersey the employer may have an insurance plan with the consent of employees. If employer doesn't act, he goes into the state fund. In New York, employer has to select a method. To determine the least expensive way would require analysis state by state.

### Many Waiting for Best Price

Mr. Walsh said many employers seem to be waiting for the zero hour to make up their minds. Mr. Clark presented the key to this puzzle by stating the longer employers wait the better deals are offered. Experience so far indicates this is so.

On a choice of method, Harry G. Waltner, Jr., insurance and social security department of Standard Oil of New Jersey, said that self insured must segregate payments of employees and keep them in a separate account, while under an insured plan this is not necessary. In both cases it is necessary under the New York law to treat such funds as trust funds, but as Miss Donlon pointed out, self insurer has to meet a lot more tests to show he is not profiting from employees' share of payments. This is prohibited by the law.

The problem of avoiding a profit on the employees' contributions to total DBL cost is one that concerns many employers, particularly those with "voluntary" salary continuance plans which they do not want to qualify under the law. (Qualification robs employer of control.)

### Salary Continuance Plans

Mr. Waltner said if employer qualifies a salary continuance plan, it would be unusual if it cost him much less to operate than the employee contribution of one half of 1% of employee's salary, which would be the ex-profit dividing line. If the employer doesn't want to qualify it, and thus maintain control it, Mr. Waltner thinks it is improper for him to consider salary continuance plan expenditures when measuring the em-

ployee's contribution, which the latter makes specifically for benefits promised by law and for which he can sue, if he doesn't get them. Employer can't properly retain his discretionary continuance plan in which employee has no vested interest. Employer has to decide what course he is going to pursue.

There is some confusion, Mr. Walsh said, as to how long the employer can hang on to the trust funds (employee contributions). He wants to test how claims and costs will run. When does he violate the law's prohibition against profiting from those contributions, at the end of six months, a year?

If the salary continuance plan is qualified, employee contributions then may be used to offset the continuance plan's costs, Miss Donlon said.

### Federal Plan Would Preempt

Passage of a federal health bill would, Mr. Waltner believes, be the first step in governmental preemption of the entire disability field.

Insurers are not yet willing to consider underwriting a plan of full salary continuance, Mr. Walsh said, and he doubts if any employer would consider it. However, he has seen a proposal to insure employees' take home pay, as a substitute for disability cover.

Mr. Beers, in reply to another question, said he regards insurance of a large disability loss, say \$2,000 or \$3,000, with a deductible, say \$200, as the most desirable, non-existent cover today. Everyone ought to buy it, if available. No one is likely to have that large an illness or accident, it is a catastrophe for the individual; on the smaller disabilities that are likely to occur, the individual can budget.

Mr. Beers thinks a medical expense contract with deductible may be brought out—"if we learn how to do it." There are many serious difficulties. It is hard to minimize the "building up" of such expenses which insurance might lead to. It is, however, desirable, and he would like to have a hand in its invention.

### No W.C. and DBL Overlapping

Miss Donlon said under the New York law overlapping of W.C. and DBL is impossible. There may be controversy as to whether disability is due to occupation or non-occupation, but here the law says the obligation is for disability insurer to pay, with right of recovery from the w.c. carrier.

The disabled worker who is not working is required under New York law to get a doctor's certificate. Miss Donlon said the form has been prescribed (employers can waive it), and any one of the 26,000 physicians qualified for the compensation panel may sign it (along with out-of-state physicians so qualified).

Is the amount paid by the employee subject to collective bargaining?

Mr. Waltner said his inexpert opinion, considering the Taft-Hartley law, is "yes," as much as any other fringe issue. This is probably also true of non-occupational disability in California, New Jersey and Rhode Island.

What if employees and employer haven't finished bargaining by July 1, when the law says employer must supply cover? The employer still has to provide the cover, to avoid the penalties of the law.

### Any Agreed Base Okay

Miss Donlon said almost any agreed base of distributing costs between employer and employee would be satisfactory. She has two plans where employees pay all.

If there is a profit on employees' contribution, "the roof'll fall in," Mr. Walsh said. In cases of salary continuance, employees' contributions may be deferred for a time. Miss Donlon suggested it would be better to sweeten benefits, to avoid legislative pressure for such sweetening.

Miss Donlon said benefits are payable after seven calendar days, not working days, beginning with the first working day not worked.

## When Should A Pension Start?

IT SOUNDS LIKE a silly question. Pensions should start at retirement, of course.

But shouldn't they also start with total disability? A man needs a pension then, too.

Plenty of buyers seem to think so. That's why we offer the old-fashioned \$10-per-month-per-\$1,000 Disability Income clause with only a 4-month waiting period in our Retirement Income plans—par and non-par.

These retirement plans are also available with Family Income to the selected age of the beneficiary so that she, too, can have a pension!



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INSURANCE COMPANY OF CALIFORNIA

V. H. JENKINS, Senior Vice President

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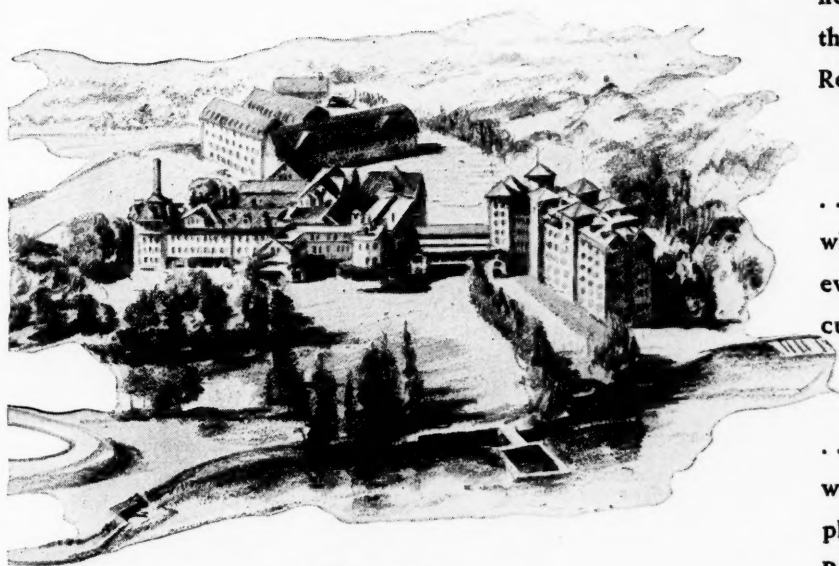
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## NEEDN'T PASS UP CASES

## Group Can Cover Where Insurer Is Unlicensed: Gose

There is no reason why a company should require its group department to reject a good case just because it happens to include residents of a state in which the insurer is not licensed, said George B. Gose, vice-president and general counsel of Pacific Mutual, at the recent meeting of the Assn. of Life Insurance Counsel. He said most authorities agree that a foreign corporation is doing or transacting business in a state only when it has entered the state by its agents and there engaged in carrying on or transacting through them some substantial part of its ordinary customary business, usually continuous as distinguished from merely casual sporadic or occasional transactions and isolated acts.

Describing a typical situation under a group contract, Mr. Gose outlined it as follows: "All contracts between employer and insurer will be at the main office of the employer in the state in

which the employer and the insurer are licensed; the contract will be executed there and premiums will be collected there or by mail from there; solicitation of employees at the branches will be by the employer and no agent of the insurer will go into that state; the contract will probably make no provisions for claim adjustments but will provide for payment of claims on receipt of due proof."

This factual situation presents two general problems, said Mr. Gose. First, does the employer in deducting employee contributions, taking enrollment or census cards and adjusting losses acts as an agent of the insurer? If the employer doesn't act as the insurer's agent, but on its own behalf and the behalf of its employees, then is there any point of contact between the insurer and the state in which the branch office is located which would justify a finding of "doing business"?

Mr. Gose reviewed the various pertinent cases and said that the strength of the majority of them, namely, that the employer doesn't act as an agent for the insurer, is best shown by consideration of the weakness of the minority cases. Mr. Gose said he has found no cases where a court has held that a foreign insurer has subjected itself to the jurisdiction of the state merely by the

reason of the fact that employees of its employer-policyholder resident within that state were covered by group insurance and that this insurance was administered in the state by the employer.

Not even the minority of cases can be said to be persuasive authority for subjecting a foreign group insurer to a state's jurisdiction, just because of the administrative work done by an employer-policyholder in the state, said Mr. Gose, although conceding that special situations may arise where because of negligence of the employer in administering the group inequitable results can occur. If such situations arise it would seem wise to settle them out of court unless the insurer is willing to side with the employee in holding the employer liable for his negligence.

Assuming that the employer-policyholder will not act as agent of the foreign insurer in such a way as to cause it to "do business," Mr. Gose said that there are probably no other points of contact between the insurer and the state which may result in its "doing business" if reasonable care is exercised. He suggested these basic precautions: Don't let your agents go into the state in question; make certain that your contract reserves no rights which would normally be exercised in the state in question; make express provision negating the occurrence of any act of contract, payment or performance within the state in question.

Mr. Gose said that an open and friendly attitude should be taken toward the state in question.

## Canadian Life Officers Give Views on SS Coverage in Canada

The Canadian Life Insurance Officers Assn. has submitted a brief to the joint committee of the Dominion parliament on old age security. The brief points out that the establishment of a federal plan to provide benefits to the aged involves many important considerations that are vital to the future economic growth of Canada and it is accordingly essential that the best possible answers to these difficult questions should be found.

The association is in full agreement that some provision should be made for the aged population but at the same time reiterates its view that it is of paramount importance that any plan adopted should not destroy personal incentives to save and work but should rather encourage Canadians to supplement the old age benefits received from the government by their own personal efforts.

## Stresses "Pay-As-You-Go"

The association emphasized that it attaches great importance to its suggestion that the plan should be financed in full on a "pay-as-you-go" basis.

At the recent annual meeting of the association, Harry L. Guy, Mutual Life of Canada, retiring association president, emphasized the need for a "pay-as-you-go" benefit plan with contributions imposed on as broad and equitable a scale as possible.

R. Leighton Foster, general counsel of the association, reported a slight increase in association membership and stated that institutional advertising by the association will be continued for another year.

## Newark C.L.U. Election

George E. Griscom, Provident Mutual, was elected president of the Newark C.L.U. chapter, succeeding Frank Jannuzzi, Fidelity Mutual, at the annual meeting. Guest speaker was Carl M. Spero, New York City, independent, treasurer of the American Society. Other officers elected are William V. Winslow, Jr., State Mutual, vice-president; Mildred F. Stone, Mutual Benefit Life, who was reelected secretary; and Edward C. Jahn, Connecticut Mutual, treasurer.

## RECORD BREAKER

## Equitable Society "Par for Parkinson" Drive: \$682 Million

Equitable Society's annual "Par for Parkinson" campaign outdid all previous records set in these drives. With 5,823 agents participating, a total of \$233,457,726 of ordinary was written during the month, representing 155.6% of quota. Insured lives totaled 38,399.

Group production was \$448,607,397. Qualifying as "par" agents were 3,571 who qualified through ordinary production and 383 who qualified through their group writings.

All eight departments of the field exceeded their ordinary quotas. No quotas were set for group. The southern division was first with 197.2% of quota. New York was second with 170%.

Among the agencies, the Vossmeier agency at Nashville was first in percentage of quota with 466.4%. The E. W. Rejaunier agency, New York City, was second with 256.7% and the Kennon agency of Providence was a close third with 247.3%.

R. C. Green, Nashville, was the leading "par excellence" unit manager with 660% of ordinary quota. The Lederer unit, New York City, finished second with 555.4% and E. L. Tumblin, Nashville, was third with 531%.

## Andersen Leading Agent

L. E. Andersen, Van Winkle agency, Los Angeles, amassed 802 credits to become leading agent. He finished second in the 1949 drive. E. T. Bardwell, Milwaukee, was second and F. J. Corbett, Boston, was third.

On a volume basis, the Peoria agency led with \$7,922,361 in ordinary. The Van Winkle agency at Los Angeles was second with \$6,147,582 and A. R. Cassidy, Jacksonville, Fla., was third with \$6,097,749.

On an ordinary volume basis the L. G. Elarbee unit, Jacksonville, Fla., led with \$3,015,738. Next were C. G. Moore, Los Angeles, with \$1,504,427, and C. P. Biddle, Nashville, with \$1,456,545.

The New York metropolitan department led in group production with almost \$145 million. Leading group agencies were Kansas City, Pittsburgh, and New York (Miner), in that order. Leading group agents were B. R. Cecil, Kansas City; N. C. Strong, New York City, and T. A. Ferns, Columbus, O.

## Tucker, 10-Year Fugitive, Admits \$340,000 Fraud

Charles F. Tucker, 59, former Indianapolis agent of Sun Life of Canada, who eluded the law for 10 years following a \$340,000 insurance fraud, pleaded guilty in federal court at Indianapolis. Sentence was deferred pending a character investigation by the chief probation officer. He faces a possible sentence of 15 years in prison and \$3,000 in fines.

He was indicted on 13 counts of using the mails in sales of counterfeit annuity policies to elderly widows and spinsters but the guilty plea was on only three counts, the remaining 10 being dismissed on the prosecution's motion. This was done because these charges would be difficult to prove, since six of the 12 victims named had died and another had become incapacitated during Tucker's period of freedom. The prosecutor pointed out that considering Tucker's age the three counts will permit as much of a sentence as might have been expected under the 13 counts.

Tucker's capture in a trap set by Postal Inspector McBroom at Russell, Ky., was described in THE NATIONAL UNDERWRITER of April 28.

Milwaukee C.L.U. chapter at the last monthly luncheon meeting of the season heard Walter C. Mayer, Mutual Benefit Life.



YOU CAN APPROACH  
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WHEN YOU REPRESENT  
**MUTUAL TRUST  
LIFE**  
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- You can be certain that you are offering the best in insurance protection at a low net cost.
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- And you know that you'll be fully compensated for both sales and service plus a lifetime income when you retire.

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LIFE INSURANCE COMPANY

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Home Office: 135 South La Salle Street Chicago 3, Illinois

A 44 Year Old ... Low Net Cost Company ... With Over \$350 Million in Force ... and Over \$100 Million in Assets



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THIS INSTITUTION is dedicated to the service of humanity. Man's basic interests are self-preservation and the well being of his family. Through knowledge and understanding of these hopes and ambitions we stand ever ready to aid him in the realization of these noble objectives.

*Chubb*  
President

**THE WESTERN AND SOUTHERN LIFE INSURANCE COMPANY**

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**CINCINNATI, OHIO**

## Liberty Mutual Catastrophe Medical Plan

The U. S. Chamber of Commerce insurance department is distributing a memorandum concerning what has become known as the Liberty Mutual pilot plan for catastrophe medical care insurance. The memorandum was prepared by A. M. Wilson, group underwriting manager of Liberty Mutual. It is understood that the plan was developed for the club of General Electric employees, consisting of those earning \$6,000 a year or more.

The plan became effective Feb. 1, 1949 with better than 85% enrollment. The average number of lives covered was \$2,500 and the gross premium paid for the first year was \$36 per person.

The members pay the first \$300 of medical expense incurred as a result of any one illness or accident, with disability not being required. It was assumed that the existing benefit plans would provide coverage for the first \$300.

### Member Is 25% Coinsurer

The plan pays 75% of the medical expenses in excess of \$300 up to a maximum of \$1,500 in any year for the same cause. Each new cause is entitled to its own maximum.

Medical expense running beyond the period of one year has a maximum benefit of \$3,000 subject to a maximum

payment of \$1,500 in any 12 months. The age limit is 65.

During the first year, 51 members submitted claims. The average period of time between the date a member became ill and the date he submitted bills is four months. The expenses incurred by these members were \$55,093, amount paid by the plan \$29,545, average payment per claim \$597.

Only four of the claims would have received any greater benefits had the maximum been higher than \$1,500. The highest bill presented for any one condition was \$3,800.

Had the maximum been \$5,000, the benefits paid would have been about \$2,000 more.

### Statistics Unseasoned

Mr. Wilson points out that the statistics for the first year are about four months short of the total claims that will be ultimately submitted. Some of the causes ultimately go to the \$3,000 level. It is estimated that the total amount which will have to be paid is \$49,850. Had the maximum been \$5,000, the incurred liability would have approached \$65,000.

There were 17 claims of a heart and circulatory nature, the average age of the claimant being 53, and the average payment per claim \$597. There were seven claims for cancer, average age 57, payment per claim \$896; three nervous disorders, age 43, claim \$482; four fractures, age 26, claim \$453; eight gastrointestinal, age 45, claim \$617; eight hernia and hemorrhoids, age 53, claim \$230; four "all others," age 51, claim

\$597.

There was a refund of the amount of the premium that was in excess of what was actually needed and this produced a net cost of about \$23.40.

Commencing Feb. 1 of this year, dependents were included under the plan at an additional initial monthly premium of \$3.

### Plan Still Experimental

Mr. Wilson states that the plan is still experimental. He expressed the belief that it can be improved without increasing the cost by transfer of part of the potential incurred liability to a current liability. There is a price point beyond which a substantial group of men will not buy regardless of coverage. The price limit apparently approximates \$75 per year for the man and family. The plan will not sell itself. In one company where such a plan was outlined to those earning \$5,000 and more, only 25% indicated interest.

Employees earning under \$5,000 are not much interested. Lowering the deductible is a potential method of increasing coverage but also costs. It would not seem advisable where a comprehensive plan of group insurance is already in force.

The coinsurance feature is a strong deterrent to increase in the cost of medical care. All medical fees seem to be in line.

It is unlikely that such a plan will replace present group schemes. The average employee is more concerned about the immediate cash outlay than the catastrophe hazard.

## McCarthy Statements Bring Retort from Parkinson

Statements by Glenn McCarthy, Texas oil man, that he had arranged for an additional \$6 million loan from Equitable Society were termed "inaccurate and misleading" by President Thomas I. Parkinson.

Metropolitan Life, which has investments in Mr. McCarthy's chemical company, had no comments on McCarthy's statement that he was receiving additional funds from both companies.

Mr. McCarthy has recently been hampered by an order of the Texas oil commission limiting his production. Equitable Society has a first lien on the sales made by Mr. McCarthy, in addition to an interest in other oil sources that are still untapped. It also has a \$5 million mortgage loan on Mr. McCarthy's Shamrock hotel. Mr. Parkinson said that Equitable had received all interest payments on its loan to Mr. McCarthy but that it had deferred two monthly amortization payments. The company has been discussing adjustments in the terms of its loan to Mr. McCarthy. Metropolitan was understood to be refunding its loan to his chemical company.

In Houston, Mr. McCarthy apologized to Mr. Parkinson and said that he had been using his own estimates of the amount of additional money the insurance companies were going to advance. He said he was trying to let his creditors know that it would not be long before they would have their money.

### A Will But Not a Way

The Ohio court of appeals, reversing a decision of the Greene county court of common pleas, has held that an insured who changed the beneficiary of his life insurance policy by means of a will did not effect his intention of depriving the designated beneficiary of the proceeds. The case is Glenn vs. Stephens.

### N. Y. Program Chairmen

Julius L. Ullman, executive vice-president of W. L. Perrin & Sons, and Herald M. George, general superintendent of the A. & H. department U.S.F. & G., have been named co-chairmen of the silver anniversary program of the A. & H. Club of New York. The event has been scheduled for Oct. 26.

## Advances Made in A. & H. Cover Are Reviewed

A. & H. insurance has completed its experimental stage and is able to see where it is going, Roy A. MacDonald, H. & A. Underwriters Conference told the Chicago Actuarial Club. He said the trend today seems to be threefold, toward simplicity in policy language, liberalization of benefits and decrease in premiums, through an actual dollar and cents reduction for some benefits or more benefits for the same premium.

Comparing an average A. & H. policy of today with one sold a few years ago, he pointed out that the "results of accidental injuries clause is becoming more widely used every day in place of the more restrictive "accidental means" clause. Accident disability indemnity for insured's occupation is paid for two years instead of one without any increase in premium. A few companies are experimenting now with five-year coverage.

### Encourage Sickness Cover Sales

Most companies are now encouraging the sale of sickness insurance, and benefits have been broadened. For a long time the usual maximum was one year's disability, both confining and non-confining. In the past 12-18 months, this benefit has been liberalized so now it is generally written for a two-year maximum with very slight increase in premium. Mr. McDonald said. A few companies are offering lifetime sickness benefits for confining illness. "The prevalent feeling is that the industry has more of an obligation than just to pay disability benefits in accordance with the terms of the contract. The current trend is to do everything possible towards the rehabilitation of the claimant."

In connection with capital sum benefits, today in many contracts if the claimant selects lifetime income and dies before the equivalent of the amount he would have received through election of the lump sum settlement is paid, the difference, less any death payment payable, is paid to the beneficiary.

A pioneering development is blanket medical expense coverage for sickness. Some companies are experimenting with a benefit providing excess coverage for sickness similar to the blanket medical expense for accidents and so far the results seem to be favorable, he asserted. Other improvements have been made in surgical benefits, the aviation clause, the foreign travel clause, and a lot of the so-called "frills" have now virtually disappeared.

### Work On Catastrophic Coverage

"The industry is making a determined effort to provide catastrophic coverage and a variety of experiments are now under way. One of them at the moment is to issue a blanket medical coverage of \$500 or more with a deductible amount of \$25 to \$50. Another company is approaching the problem of paying the first \$100 of any bill and then paying 3/4 of any excess over the \$100 up to a maximum of \$1,000. Still another experiment is to add a list of specific and serious diseases to an individual, family or group policy and pay 3/4 of the additional expense over and above that provided for in the regular hospital and surgical policy benefit clauses.

"Certainly the field of catastrophic coverage is still inadequately covered by insurance but experiments, ratified by the regulatory authorities, are being made."

Studies are being made to successfully underwrite physical substandard risks, Mr. McDonald said. "It is anticipated that this trend will develop into something really worth while in the substandard accident and health field during the next few years," he concluded.



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"the genuine article—now that we're living in the West. Something wonderful happened to us when we moved out here. For the first time in our lives the McCoy's learned **how to live!**"

"Three years ago, Jim and I left the East to attend a convention in Colorado. Almost overnight, a brand new world opened up to us. Everywhere we traveled, people were **friendly**. They seemed so sure, confident and **SECURE!** They worked, played and earned a **good** income at the same time. Here people **LIVED!**"

"What started out as a one week trip stretched into a month. For us, this was the place. Jim visited a number of Insurance Companies. We chose Capital Life as the one which offered the greatest opportunities. Today, our health, income—our way of life—all have improved beyond our greatest expectations."

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Assistant to the President



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## N. Y. Hearing on Group Rates May 26

NEW YORK—A hearing is scheduled at the New York department for May 26 to discuss a department proposal for revising minimum group life rates.

The proposal was that the minimum gross annual yearly renewable term premiums to be charged during the first year equal the net CSO 3% premium loaded 10% plus a constant of \$1.80 per \$1,000 on an amount to be specified but not applicable to amounts in excess of that figure.

In addition, the proposal included a method for computing fractional gross premiums and the allowances for waiver of premium and extended death benefit.

### Employee Share Cut

The maximum employee contribution in standard industries was to be reduced to 50 cents monthly per \$1,000 from 60 cents per \$1,000. Companies are required to file with the department tables of premiums for hazardous industries. The proposal was to become effective July 1 but to be usable by companies as soon as issued.

The new rates will not exceed present "T" rates in the average case and may be less, depending upon the assumed distribution of insurance by age.

According to the department, if the constant of \$1.80 is omitted the new group rates will be at least \$1.80 lower than present "T" rates. A set of tables was sent to group companies by the department so that they could prepare themselves to discuss the subject at the hearing.

## Gotham Group of L.A.A. Gets Pointers on Annual Reports to Policyholders

Companies should make policyholders aware through their annual reports of the possible socialization of the business, Weston Smith, executive vice-president of Financial World, said at the May luncheon of the Gotham group of Life Advertisers Assn. He reviewed the background of the annual survey of reports which his magazine makes and said that today's corporation reports must demand attention from the investor. The public gets a tremendous amount of direct mail material, he said, and annual reports will be tossed away with the rest of it unless it is powerful enough to get his attention.

He suggested that companies not overlook women policyholders, nor policy beneficiaries who are definitely concerned with what affects their insurance. He said reports shouldn't read as though they were written by a lawyer. In addition, he said, if the company president hasn't the knack of writing he should let someone write the message for him. He prefers a brief introductory message from the president followed by the bulk of the report.

August Hansch, Mutal Benefit Life, opened the meeting and introduced William Weier, Prudential, the chairman.

### Tell Company Practices

S. W. Toole, vice-president Prudential, A. H. Thiemann, assistant vice-president New York Life, and Charles Corcoran, director of sales promotion Equitable Society, spoke on the annual reports of their companies. Prudential issues two reports, one a pamphlet which goes to a limited list and a condensed report which is given much wider circulation.

Some companies use a special mailing list of lawyers, mortgage loan correspondents, banks, medical examiners, financial editors, libraries, columnists and educational institutions, and others. In addition distribution is made to the agency force, or a postcard is enclosed with the small report and the policyholder, if interested, can get the more detailed statement if he asks for it. New

York Life prints about 400,000 detailed reports and distributes three-quarters of them to the agency force or to policyholders on request, with the remainder going direct to centers of influence.

Equitable Society has abandoned its former elaborate annual report and now sends out a condensed one-sheet version and augments this with newspaper advertising in cities throughout the country. Mr. Corcoran questioned that demonstrated policyholder interest merits the expense of publishing and distributing an expensive annual report.

## Moley, Gallagher A. & H. Speakers

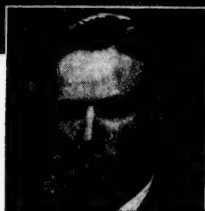
Added speakers for the annual meeting of H. & A. Underwriters Conference at New York June 5-7 are Raymond Moley, the columnist, and Russell B. Gallagher, insurance department manager of Philco Corp., and vice-president in charge of the insurance section of American Management Assn. Mr. Moley will discuss social and political

questions and Mr. Gallagher will set forth the views of the buyer on A. & H. insurance.

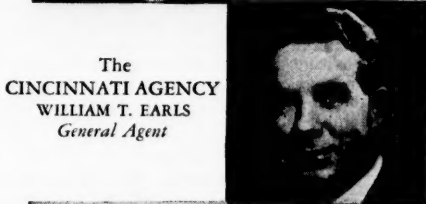
Fred Peirce of Life Insurance Agency Management Assn. will discuss the market outlook for A. & H., Percy C. Magnus, Nabee & Reynard and former president of New York Board of Trade, will give a talk on public relations.

E. J. Faulkner, Woodmen Accident and chairman of the executive committee, will be moderator at a forum on state compulsory temporary disability benefits laws.

Thank You,  
**RALPH LOVE,**  
for Your  
Outstanding Record!



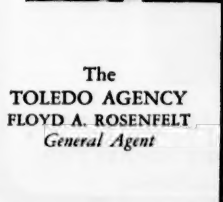
The  
ATLANTA AGENCY  
P. L. BEALY SMITH  
General Agent



The  
CINCINNATI AGENCY  
WILLIAM T. EARLS  
General Agent



The  
PORTLAND (ORE.)  
AGENCY  
J. C. F. MERRIFIELD  
General Agent



The  
TOLEDO AGENCY  
FLOYD A. ROSENFELT  
General Agent

In the above photograph, Ralph H. Love, (left), general agent at Hartford, accepts Connecticut Mutual's 1949 President's Organization Trophy from President Peter M. Fraser.

The four general agents pictured at the left also had fine records in agency organization development and were runners-up to Mr. Love.

Ralph Love has been in life insurance since 1925 and became a C.L.U. in 1929. An outstanding personal producer prior to becoming general agent, he qualified for the Million Dollar Round Table in 1943. Mr. Love joined The Connecticut Mutual in 1942 as manager of the Cincinnati Agency while General Agent William T. Earls was in the service. In 1945 he assumed active management of the Company's Hartford Agency and in May, 1946 he was appointed general agent at Hartford.

In 1945, the year prior to his appointment as general agent, the Hartford Agency produced \$3,111,000; in 1949 the agency ranked fourth among the Company's 80 agencies, producing over \$6,400,000 of paid life insurance.

Mr. Love had the added honor during the past year of being chairman of the Company's General Agents' Advisory Committee.

The entire Connecticut Mutual organization joins President Fraser in congratulating Ralph Love, the four runners-up, and all the members of their agencies for jobs well done!



**The CONNECTICUT MUTUAL**  
LIFE INSURANCE COMPANY • HARTFORD

## 2 State Mutual Veterans to Retire

Ross B. Gordon, senior vice-president of State Mutual Life will retire Sept. 1 under the company's retirement program. His duties as head of the ordinary underwriting division will be taken over by Charles F. Harris as underwriting director.

Nelson P. Wood will retire Oct. 1 as vice-president and secretary. Arthur W. Johnson will become secretary, while continuing as chairman of the planning board.

Robert H. Woodford will become underwriting manager and Lorne S. Stone assistant underwriting manager, both becoming department officers.

Hjalmar H. Skog will be assistant

secretary and manager of planning. Ralph H. Clapp will be manager of a newly created application department. Charles V. Booth will have the title of registrar. Raymond N. Hayes will head a newly established public relations department. Arthur F. Sisson will be advanced from advertising director to publicity director. George Paul Smith, as agency secretary, will head a newly created agency secretarial branch in the agency division. Donald G. Mix becomes sales promotion manager in the agency sales branch. Sherman S. Ludden will be made manager of a newly established policy service department. Herbert J. Lumbré will become auditor. Mr. Gordon joined State Mutual's actuarial department in 1907, became supervisor of applications in 1925, vice-president in charge of underwriting in

1930, a director in 1935, and a member of the finance committee in 1936, becoming senior vice-president in 1948. He will continue as a director.

Mr. Wood, who has had 45 years' service with State Mutual, joined the



Ross B. Gordon



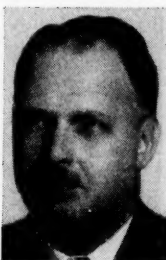
N. P. Wood

company at 15 as an office boy. He was cashier at Kansas City and Buffalo, became assistant secretary in 1927, and secretary in 1930, with the additional title of vice-president in 1948.

Mr. Harris joined the company in



A. W. Johnson



C. F. Harris

1925. He is a member of the executive committee of the Institute of Home Office Underwriters. He is an army veteran.

Mr. Johnson, who has been with the company since 1930, graduated from Massachusetts Institute of Technology and was in the office management and production field for several years before joining State Mutual.

Virtually all of those who are advanced are long-time employees.

The changes to be made in officer personnel between now and next fall are due to the development of a comprehensive organization chart defining the duties and functions of all departments of the company that has required nearly two years of study and revision.

### Keystoners Study OPTAK

The Keystone Group of Life Insurance Advertisers Assn. met at the printing firm of Edward Stern & Co., where they observed the OPTAK method of printing. This method reproduces by means of gelatin-coated sheets of monel metal that have been chemically treated to make them insoluble in water and sensitive to light. An inexpensive method where a large number of copies is required, it is utilized by several Philadelphia insurance companies for printing annual reports.

William H. Curran, Jr., Connecticut General Life, has been elected president of the St. Louis Junior Chamber of Commerce.

## Florida Offers Walker for Trustee

The Florida Assn. of Life Underwriters at its meeting at West Palm Beach voted to endorse R. L. Walker, Peninsular Life, Orlando, as its candidate for trustee of the National Assn. of Life Underwriters. Mr. Walker has long been active in state and local association affairs. He is national committeeman of the state and Orlando associations.

The Florida association elected Philip Sanchez, Equitable Society, Pensacola as president; W. H. Holman, Peninsular Life, St. Petersburg, and Jack Sorgen, New York Life, Jacksonville, vice-presidents; while Robert DePau, Jr., Prudential, Miami, was elected a director to fill the unexpired term of W. W. Edwards, Prudential, Miami.

Delegates voted to hold the 1951 convention at Pensacola.

A featured speaker was Commissioner Larson of Florida.

The Florida C.L.U. has elected the following officers: Philip A. Hoche, Orlando, president; R. A. Patrick, Jr., Lakeland, 1st vice-president; Alfred J. Lewallen, Miami, 2nd vice-president; Ivan J. Mitchell, Orlando, secretary-treasurer. The following were elected directors: John Mills, Tampa, Angus Rosborough, Jacksonville; V. R. King, Miami; Thomas E. Gray, Tampa and R. G. Richards, Lakeland.

### Prudential Appoints Alford Superintendent of Agencies

Prudential has named Don K. Alford, superintendent of agencies in charge of

the eastern and metropolitan regions for Prudential. Mr. Alford replaces Donald E. Bishop, who will take corresponding duties in the southwestern home office in Houston.

Mr. Alford started with Prudential in Chicago in 1936 immediately after graduation from Northwestern. He became assistant manager and after navy duty was moved to the home office as an assistant regional manager. Last year he was advanced to manager of the central region.



Don K. Alford

### McGuire Ohio Bar Speaker

"The Use of Insurance in Buy and Sell Agreements" will be reviewed by Francis P. McGuire, associate counsel of Connecticut General Life, at the annual meeting of Ohio State Bar Assn. at Columbus.

### Begole Heads Mich. Leaders

New officers of Life Insurance Leaders of Michigan are Mac F. Begole, Massachusetts Mutual, Detroit, president, succeeding Stephen H. Barnard, New England Mutual, Grand Rapids; Bruce W. Gilmore, Northwestern Mutual, Grand Rapids, and William A. Post, Connecticut General, Detroit, vice-presidents; and Mildred E. Ten Brook, Acacia Mutual, Detroit, secretary-treasurer.

The members moved to incorporate the Life Leaders, with the incoming officers acting as officers of the corporation.

### Begin W. & S. Financed Project

Ground was broken for the \$3½ million Glen Meadows housing development in Cincinnati financed by Western & Southern Life. Mayor Albert D. Cash turned up the first spade of earth assisted by C. M. Williams, president of Western & Southern.



but they are in complete accord  
on the lead pulling power of

## GENERAL AMERICAN LIFE'S AWARD-WINNING DIRECT MAIL SERVICE

Yes, it won the "Best of Industry" Award of the D. M. A. A. when introduced. And ever since General American Life's direct mail service (we call it RADAR) has been winning the favor of field associates.

Whitney, Brane, and Roberts measure the value of RADAR in terms of the extra sales and extra commissions that come from prospects effortlessly detected by direct mail. It's not sentiment that leads them to chorus, "You're always in business with..."



in offering special services for group policy-owners thru its unique Salary Savings Plan.

Represented only by full-time fieldmen.

BUSINESS MEN'S ASSURANCE COMPANY

## Many A...

Sales of cases bring than the a doctors w tions on stantial re where a c cently di morning doctor ex head the "This is work," th the same other per seem to price.

## Group M...

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## A. T. V...

Arthur has qual Club of ten and l lion of given by and 64 ciates, V of Bene Mrs. W with dia pany's tr ducted in of Brigh

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## OBSERVATIONS

### Many Aboard Gravy Train

Sales of substantial size pension trust cases bring increased earnings to others than the agent who produces them. The doctors who do the medical examinations on these cases collect very substantial fees. One agent recalls a case where a company man and doctor recently did medicals from 7:30 in the morning until 6:30 that evening. The doctor examined 81 persons. At \$5 a head the doctor made \$405 in one day. "This is pretty good pay for a day's work," the agent says. He added that the same doctor had been in on several other pension trust cases and didn't seem to mind the work at all, at that price.

### Group Man's Symbol

If his company's rate book is the symbol of the ordinary agent, a distinguishing feature of the group man is a chart, table or booklet that shows the rates of any company that might compete on a case. The keen competitive situation in group means that each group man has to know not only what his company will quote but also the rate that probably will be offered by any one of numerous competitors. Each group man has an explanation showing that his rate is the lowest in actual cost for the total benefits provided.

As disability benefit sales began moving in New York, each group man began to draw up his own set of figures to show what each of the other carriers were doing. The information is kept in a top desk drawer or in a handy brief case. A broker who tells a group man that he can do better by placing his business elsewhere is quickly answered,

### Continental Companies Divide Life, Casualty Operations in East

Roy Tuchbreiter, president of Continental Casualty and Continental Assurance, announces that due to the rapid expansion and development of Continental Assurance's life insurance activities in the east, Harlow G. Brown, vice-president of the company, has been relieved of the responsibility for the development and handling of the miscellaneous casualty and surety business of Continental Casualty. Heretofore the joint agency work has been handled by Mr. Brown. Due to the rapid expansion of both organizations, the companies have decided to set up two entirely distinct agency departments in the eastern field.

C. E. Howard, Jr., has been appointed eastern superintendent of agents of the miscellaneous casualty and surety departments in the east—the only exception being the New York City branch office which remains under the executive supervision of Executive Vice-president Joseph H. Norton.

### A. T. Watson Honored

Arthur T. Watson, Twin Falls, Ida., has qualified for the multi-millionaire Club of Beneficial Life by having written and kept in force more than \$2 million of life insurance. At a banquet given by the company for Mr. Watson and 64 of his family, friends and associates, Vice-President Virgil H. Smith of Beneficial Life presented Mr. and Mrs. Watson gold engraved watches with diamond-set emblems of the company's trade-mark. Mr. Watson was inducted into the club by LaMont Glover of Brigham City, Utah, club president.

Ontario Medical Assn. has endorsed a "package plan" for medical and hospital insurance providing it is on a voluntary basis.

"Where?" The figures are checked to see what defects can be found in the other quotation. At the same time, the information is entered in the handy chart after it is checked for accuracy. Group men build this information in

their own way, sometimes exchanging it with other group men, getting it from brokers, or other sources.

Brokerage supervisors are well experienced in this game because they have always had to be well informed on the practices of many companies to enable them to "sell" brokers.

### New Rival in Recruiting

A new variation of mutual fund competition with life insurance has turned

up for one general agent in recruiting. Sales-wise, he said, mutual funds haven't had very much effect on his operations. But recently he lost several prospective new men because they were offered more money to go with a mutual fund organization as salesmen. A mutual fund sales manager offered the recruits, both of whom looked like good prospective agents, about \$100 a month more than the general agent thought he could put into their financing.

## GERIATRICS: HELPING OLDER PEOPLE ENJOY LIFE LONGER

Kidney disease  
Gallbladder disease  
Peptic ulcer  
Endocrine imbalance  
Mental ills  
Heart disease

Many ailments of middle age have been all but wiped out in recent years. The threat of others is steadily being reduced. Progress in conquering each of these ills is related in *The Geriatrics Story*, a series of 12 pamphlets, and in *Longer Life: Promise or Problem?* a conservative forecast for the future. Either or both free on request. Write Northwestern National Life Insurance Company, Minneapolis 3, Minnesota.

Drawing by H. Bræzer Wilson

## Longer life for people past 40

Here's to the health of the American boy who is ten years old in 1950!

Modern medical care has brought him safely past the threats of malnutrition and infectious diseases, such as diphtheria, small pox and whooping cough, preserving for him a birthright of abundant health.

As he stands on the threshold of manhood, what are his chances of surviving the diseases of middle life and old age which still lurk in his future? Which, if any, of these old enemies must he still fear?

Geriatrics gives an encouraging answer. *Estimates indicate that the average 10-year old of today will still be living an active life in the year 2019—a life span of nearly 80 years.*

Fast fading as serious threats to longer, more enjoyable living are kidney disease, primary anemia, disorders of the gall bladder, diabetes mellitus. Once fatal, they now can nearly always be arrested or cured.

As the life span lengthens, prostate obstruction will affect more men, but

modern techniques now offer satisfactory remedy in nearly all cases, regardless of age. And the value of psychiatry in treating peptic ulcer is being more fully appreciated.

Endocrine imbalance, mental ills, cancer and heart disease are by no means conquered, but every year marks encouraging progress as further resources in geriatrics are trained against them.

Thus the ten year old has a far brighter future than his parents or grandparents could hope for. But in his longer, healthier lifetime questions will arise that his elders might well begin now, with wisdom and foresight, to help solve. Must the vigorous man of 65 with ten useful years ahead retire abruptly from his

work? . . . Will production be able to bear the heavy drain of pensions for a predominantly upper-age population? . . . What useful vocations can be developed to relieve the restlessness, frustration and unwilling dependency of old folk? . . .

The longer one's life, the more urgent the need for financial solvency to give full enjoyment to later years—a goal best attained through a sound program of savings and life insurance. Your NWNL agent, paid not primarily for how much insurance he sells you but for what you keep in force, has a strong incentive to provide you with the insurance you need and can afford. He can help you plan wisely a financially comfortable future through life insurance.

**NORTHWESTERN National LIFE**  
INSURANCE COMPANY  
Minneapolis Minnesota

This is the latest in NWNL's series of national magazine advertisements.

## EDITORIAL COMMENT

### Researchers Play for High Stakes

Two articles in last week's issue of THE NATIONAL UNDERWRITER are reminders of the important research role that the life insurance business is occupying in two of the most fundamentally important fields in human affairs.

One of these was the announcement by the Life Insurance Medical Research Fund that it will during 1950 give \$670,000 to medical schools and other research centers for the study of heart disease and the training of research scientists. This will bring the total of such grants to \$3,200,000 since the fund was organized late in 1945.

The other article, based on a talk by Dr. James J. O'Leary, director of investment research of Life Insurance Assn. of America, described the two studies which L.I.A. is sponsoring to shed light on the vital problem of the future demand for capital funds. One of these projects will cost \$140,000 and L.I.A. is committed to a grant of \$200,000 for the other.

Thus, just for the current year the companies are laying out slightly more than a million dollars in these two fields.

As a matter of putting first things first, it could hardly be argued that anything should take precedence in importance over the prolonging of human life and the mitigation of suffering that are the objectives of the medical research fund.

Nor would many argue that the maintenance of a high degree of prosperity, with a minimum of fluctuations due to the economic machine's being periodically thrown out of gear, is not a close second.

The stupendousness of the possible results from both these fields of research goes beyond the capacity of any but the liveliest imagination. Though the possible saving of life and betterment of

health are the more important, their effect is easier to comprehend than the results of a healthy, stabilized prosperous economy.

Such an economy would be free of the constantly overhanging cloud that has always shadowed even the most permanent-seeming prosperity—including what we have now. If it were possible to be confident that there would be only gentle swings in the prosperity curve rather than devastating crashes, life would be much happier for all and would be robbed of zest only for those who do their best fishing in muddy waters. It is not too much to expect that the findings of the life insurance investment studies may be the first big step in that direction, for thus far the seers have been long on speculation and intuition but extremely short on reliable facts.

There may be some who would feel that attempts to promote moral or spiritual values should rank ahead of material prosperity. Yet the practical experience is that panics and depressions are second only to wars as breeders of human misery. So while a high level of prosperity won't necessarily make people more honest, religious, or considerate than they were, it will eliminate a vast amount of human unhappiness.

Other lines of business through their expenditures for research may produce better television pictures, faster automobiles, and higher-flying airplanes, all of which have their value. But the life insurance business is in a peculiarly fortunate position in that two of its major concerns—the prolongation of human life and the preservation of a prosperous private-enterprise economy—so closely coincide with two of the most important areas of basic importance to everyone.

### Forums Revitalize Managers Groups

This has been a significant season in terms of the vigor and scope of the activities of local groups of general agents and managers. It is not a coincidence that this is also the year in which round tables in agency management were conducted for the first time in many cities. These forums were much more than side activities for the local groups. They proved to be the actual backbone of these organizations. The pilot round table program drawn up under the leadership of Osborne Bethea, provided the impetus for organization of several new

groups of managers which might not have been organized otherwise and conduct constructive regular programs.

Most of the round table groups, which generally ran for 17 weeks, have been completed and we can begin to assess their values. It can be gathered from the comments of managers themselves that the text material painstakingly prepared by O. Sam Cummings and others and the bibliography prepared by L.I.A.M.A. were of high value in broadening the picture of the problems of management and agency building for

men who had only a piecemeal view heretofore. The objectives of the general agents and managers committee of N.A.L.U. in launching these courses have more than been met. There have been 21 local groups conducting these round tables with an enrollment of 600, and many of them voted to continue from where they left off next year. Several of the local groups modified or expanded the basic material to apply to the particular problems characteristic of their areas.

Now all these contributions by the round table programs are of great importance, but there were also hidden values which for many an individual general agent or manager were more important than any formal acquaintance with problems of agency management. There is ample testimony from those attending that the greatest value of the round tables was that they developed a degree of frankness among agency managers and contributed to a sense of solidarity between agency heads through highlighting the fact that most problems of agency management are not unique to any one manager.

The effect of the round tables upon the individual managers may be compared to the impact of "Sexual Behavior in the Human Male," the so-called Kinsey report upon many a reader. The Kinsey report to the reader is said to be that it reassures him that his problems are the problems of most of his fellows, that his own conduct is not an aberration, but the normal reflex to normal circumstances and drives. The report implants an appreciation of the universality of his problems in each man and prevents his growing twisted and introspective because he feels himself different from his fellows.

Similarly, many a manager attending the round table sessions had come to the secret conclusion that he was especially deficient in some phase or other of the activity and that his problem was unique because of his own inherent weakness. At the round table sessions, he learned that he has no problems that other agency heads do not have and that providence has not singled him out for discrimination.

A group of men cannot meet regularly once a week for 17 weeks without coming to know each other. Of course most of the managers in a town knew each casually before the sessions started, but usually not well enough to penetrate the veneer of reserve which most men wear. It has become nearly axiomatic that an agency head will discuss his problems with almost any one but another agency head from whom he feels competitively constrained from doing else than to present a facade of com-

plete success at all times.

That's the way it was during the opening sessions of the round table meetings. Gradually, the stiffness was eased out, the men became increasingly open toward one another and by the end of the sessions each manager was speaking his mind and describing his own problems and conditions with a candor he would have not dreamed possible. The realization grew that if he spoke of what was really on his mind the suggestions of others would be more helpful to him than if he tried to dissimulate.

Out of the atmosphere of outspokenness sprang some amazing discoveries. Many agency heads found that their cycles of recruiting and their cycles of production coincided with those of other managers in the same city. They found that these other managers have precisely the same problems with financing and selecting men, with training men and with earning sufficient income themselves.

These round table meetings helped agency heads see that their competitors are also their comrades-in-arms. From the standpoint of the companies, it might seem disconcerting at first glance to have agency heads getting together and stacking up their companies against each other, because this is exactly what was done in many a round table session where the managers withheld little from each other and inevitably the various company monetary arrangements practices and attitudes came under the scrutiny of all. Where this led to the discovery of serious discrepancies between one company and the others it is best to bring such matters out in the open. For the first time these round table sessions threw the white and shadowless light of open discussion over the whole agency field. Many a manager who had understood that agency heads of other companies were offered a better deal than he came to understand that there were compensating disadvantages inherent in the contracts of the others which he did not suffer. More than to stress the differences between company treatment of agency heads, the round tables served to point out how similar are the various company practices.

And thus the round tables in agency management have had the effect of awakening managers countrywide to their common cause with other managers and to their need for solidarity and at the same time have provided the means for this solidarity. Through the round tables the general agents and managers committee of N.A.L.U. has proved a real force at the level in the life insurance business where cohesion has been conspicuously lacking.

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John J. ... agencies... observed... company... and has b... ously exc... statisticia... pointed to...

Pierce... of Nation... elected pr... cil.

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## PERSONALS

**Marion L. Musante** has been elected president of the New York City Chapter of National Secretaries Assn. She is secretary to Raymond D. Parker, president of Parker-Allston Associates, well known advertising agency, and just recently was elected corporate secretary of the organization.

**Clancy D. Connell**, general agent Provident Mutual in New York City and past president of National Assn. of Life Underwriters, recently celebrated his 60th birthday and his 30th anniversary with the company.

**C. A. Sammons**, president of Reserve Life of Dallas, and Mrs. Sammons are spending a few months in Europe, touring England, France, Italy, and Spain. They plan to return in time for the company's life division convention at Nassau, Aug. 16-21.

**Lawrence H. House**, general agent for Aetna Life at Utica, was honored on his 40th anniversary with the company at a luncheon attended by 40 of his business associates. It climaxed a month long sales campaign in honor of the anniversary. Donald E. Hanson, superintendent of agencies, and George Strassel, assistant chief underwriter, were on hand from the home office. Mr. House is a past president of the Utica Life Underwriters Assn. and the Utica Life Managers Assn.

**W. D. Grant**, assistant vice-president of Business Men's Assurance, has a new son named **W. T. Grant, II**, after his grandfather, the chairman and founder of the company.

**A. C. Vanselow**, assistant secretary Franklin Life, attended the annual office machinery and equipment exposition of National Office Management Assn. at Cleveland. Mr. Vanselow is president of the Springfield, Ill., local association.

**John J. Hughes**, assistant director of agencies, Northwestern Mutual Life, has observed his 50th anniversary with the company. He started as an office boy and has been at the home office continuously except from 1913-15 when he was statistician at Chicago. He was appointed to his present post in 1918.

**Pierce P. Brooks**, Dallas, president of National Bankers Life, has been re-elected president of Texas Safety Council.

**Willard E. Winkenhof**, district manager for Equitable Society at Bowling Green, Ky., has been appointed to the life insurance advisory board of the Kentucky division of insurance.

**Lewis B. Harriman, Jr.**, Northwestern Mutual Life, Buffalo, has been elected president of Buffalo Junior Chamber of Commerce.

**Edwin C. McDonald**, 2d vice-president Metropolitan Life, has written an article on "The Cost of Welfare Plans" which is in the May Pension Bulletin of the Central Hanover Bank & Trust Co. of New York.

**Robert Dechert**, general counsel Penn Mutual Life, has been named first chairman of Associated Services for the Armed Forces, an organization to coordinate and finance programs of spiritual, religious and educational assistance for the armed forces.

**Charles B. Haverin**, assistant personnel officer of Metropolitan Life, has been elected president of the Office Executives Assn. of New York.

**Mrs. Jacquelyn Becker Cole**, daughter of Charles E. Becker, president of Franklin Life, and Mrs. Becker, was married to John Clark Cutrer, at the home of the bride's uncle, Hollis Bridgman, vice-president of Franklin Life, and Mrs. Bridgman, at San Antonio. Mr. and Mrs. Becker were present.

**Richard K. Paynter, Jr.**, financial vice-president of New York Life, was elected a director of Otis Elevator Co.

**Stanley M. Richman**, vice-president General American Life, addressed the Memphis C.L.U. Chapter.

## DEATHS

**J. DAN TALBOTT**, who for the past several years has been vice-president of Kentucky Home Mutual Life, died at Louisville at the age of 67. For a number of years he was state auditor of Kentucky and had the insurance department under his wing. He conducted the department with a strong hand.

**WINTHROP WILCOX**, 58, comptroller for the Farm Bureau insurance companies of Columbus, died of a heart attack while on business at Cambridge, Mass.

**RALPH H. SERONSY**, 46, since 1942 superintendent at Youngstown for American Life & Accident, and former mayor of Lowellville, O., died of a heart ailment.

Funeral services were held at San Francisco for **MRS. EMILY L. BOWYER**, mother of Agnes Vera Bowyer, former executive secretary of San Francisco Life Underwriters Assn., California Insurance Federation, and for many years Pacific Coast correspondent of THE NATIONAL UNDERWRITER. Mrs. Bowyer was past 90.

Miss Bowyer was compelled to retire from business life three years ago because of ill health after more than 25 years activity. Despite her own illness, she had also cared for her aging mother.

**HARRY B. HUMASON**, a trustee of Minnesota Mutual, died following a long illness. Mr. Humason had been on the board since 1942 and a member of the executive finance committee since 1943. Mr. Humason was past president and one of the organizers of American National Bank of Saint Paul.

**CELIA STONE HOPKINS**, the wife of Ernest Martin Hopkins, president-emeritus of Dartmouth and chairman of National Life of Vermont, died at her home in Hanover. She had been subject to heart attacks for several years.

## Howell Honored for Achievements

Valentine Howell, executive vice-president and actuary of Prudential, was honored for

"his many outstanding achievements in the field of insurance" by fellow alumni of University of Pennsylvania. He was presented the alumni "Scroll Award" by Pennsylvania Club of Suburban New Jersey at its annual dinner at Montclair. In accepting the award, Mr. Howell took occasion to explode some of the fallacies about the evil effects of life insurance "bigness" and the alleged favoring of large over small borrowers. He stressed the great number of relatively small loans that Prudential and other companies make, saying that of Prudential's \$2½ billion invested in mortgages more than 90% are for less than \$8,000.



Valentine Howell

## DBL Hurts Ordinary

Several life brokerage agencies in New York City say that ordinary production has turned down the last few weeks. They attribute the decrease to the fact that brokers are putting all their time into selling disability benefits business. They expect it to pick up again as soon as D.B.L. pressure is off. Meanwhile they hope the volume of D.B.L. business, the bulk of which has not yet appeared, can make up for the decline in ordinary. They expect that it will.

**Wichita General Agents & Managers Assn.** held a round table on "Ethics," moderated by H. W. Schenke, New York Life.

**George Van Fleet**, consulting actuary of Austin, Tex., has moved to the Commodore Perry hotel building, 114 East 8th street.

# INDIVIDUAL SECURITY...

"Security" and "freedom" are two words that have been kicked around pretty freely in recent years.

In their names, all kinds of fancy schemes have sprung up.

The only kind of security worthy of the name is that which is planned carefully, on a long-range basis, geared to the individual's own situation in life, and guaranteed to include individual freedom.

Life Insurance provides that form of security.

*The*  
**NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.**



## For Dependable Service—Up-to-Date Facilities

You  
can't do  
better  
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consult

- All Life, Endowment and Annuity Plans
- Favorable Par and Non-Par rates
- Standard and Sub-Standard risks
- Pension Trusts — with Life Insurance or 100% on Deferred Annuities
- Mortgage Redemption Plans — geared to F.H.A.
- Family Income to Age 65 — also regular 10, 15 and 20-year F.I.B.
- Facilities for handling large cases
- Insurance on Selected Diabetics
- Juvenile Insurance on all regular plans (full benefit at age 3) Death and Disability Benefit on parent
- Foreign Travel and Foreign Residence Coverage
- LOW TERM RATES on 1, 5, 10, 15-Year and 5-Year Renewable and Convertible Term Plans

### THE MANUFACTURERS INSURANCE LIFE COMPANY

HEAD OFFICE • TORONTO, CANADA

INSURANCE IN FORCE 1,185 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS 378 MILLION DOLLARS

## COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED  
POLICY  
PROTECTION"

LIFE HEALTH  
ACCIDENT  
HOSPITALIZATION  
MEDICAL and SURGICAL  
REIMBURSEMENT  
GROUP  
FRANCHISE  
BROKERAGE  
REINSURANCE



REPUBLIC NATIONAL LIFE  
INSURANCE COMPANY

THEO. P. BEASLEY, President

HOME OFFICE

DALLAS, TEXAS

Life Insurance in force exceeds \$297,000,000.00

## AMONG COMPANY MEN

### Reliance Names New Agency Executive

Glenn G. Lamar has been elected as vice-president and agencies of Reliance Life. Mr. Lamar has been superintendent of agencies. He succeeds John F. Johns who has resigned as vice-president and director to enter the general agency field.

Mr. Lamar started as a Reliance agent in Auburn, Ala., 28 years ago. In 1925 he was appointed manager at Jacksonville, Fla. In 1936 he was named superintendent of agencies of the Southern division at Atlanta.

Mr. Lamar was appointed superintendent of agencies in 1946.



Glenn G. Lamar

### Green to Franklin as Regional Chief

Emry C. Green, former president of George Washington Life, has been named regional sales director in central and western North Carolina for Franklin Life.

Mr. Green started in life insurance after serving in the first world war. In 1922 he joined Jefferson Standard, was elected secretary in 1932 and in 1933 he was elected executive vice-president of Pilot Life, becoming president early in 1934. He resigned that office in 1946 and founded the First Fidelity Co. in Greensboro. He was named president of George Washington Life in 1948. He sold the company last November, but continues as president of First Fidelity.



Emry C. Green

### Wade Perry Agency V.-P. of General of Atlanta

Wade B. Perry has been named agency vice-president of General Life of Atlanta. He is a graduate of Clemson College and has had 12 years' life insurance experience. He is a paratroop veteran. In addition to his life insurance experience he was for several years a professor in the Atlanta division of the University of Georgia.

### Hixson, Miller in New Posts for Prudential

Kenneth B. Hixson, because of his intimate knowledge of decentralized operations as counsel for Prudential's western home office, has been recalled to Newark effective June 1 and assigned to undertake legal work in connection with the establishing of new Prudential home offices in Toronto and Houston.

Mr. Hixson graduated from Rutgers University with a law degree. He joined Prudential in 1931 and became one of its attorney's in 1934. He became assistant counsel of the western home office project in 1947 and was promoted to counsel in 1948.

Replacing Mr. Hixson in Los Angeles will be William P. Miller, assistant general counsel at Newark. He started with Prudential's claim department in

1927, but switched to legal work after receiving his law degree from Rutgers. He completed graduate work at New York Law School. He is an army veteran.

### Reserve Life H.O. Posts to Thomas, Fairhurst

Reserve Life of Dallas has appointed Donald Thomas as chief underwriter in the life department and Earl Fairhurst, who has had 20 years experience, as manager of the life policy issue department.

### Pursell to Aetna H.O. as Agency Assistant

Lambert O. Pursell, assistant general agent at Allentown, Pa., for the Reading agency of Aetna Life, has been appointed an agency assistant at the home office. His duties will include instructing in the estate control and business insurance plans at the training school.

Mr. Pursell joined Aetna in 1937 as an agent at Reading becoming supervisor at Reading and Allentown before being promoted to assistant general agent.

A director of the Lehigh Valley Underwriters Assn. and chairman of its educational committee, Mr. Pursell is a former secretary-treasurer of the Reading Life Underwriters Assn.

Born in Reading, Mr. Pursell is the



### PREVIEW OF THE JUNE R & R MAGAZINE

A successful personal producer and equally successful general agent told Paul Speicher, "If it had not been for *The Banker's Test* I would have failed in the business." "The Banker's Test" is one of many interesting articles in June issue of R & R Magazine you'll read and re-read.

*America's No. 1 Killer* — another top-notch — details the fears and emotions of a man suffering his first heart attack. Factual, not fictional.

*Life Insurance and God*. The salesman-author of this piece declares, "I have the world's greatest power." His "Let me illustrate —" proof leads you through an interview so packed with drama you'll never forget it.

*Dear Mrs. Newlywed*: An illustrated page for newlyweds, designed to show them that establishing a life insurance program isn't interfering with their future plans, but speeds their realization.

*Greatest Sale of the Year . . . The Background of Programming . . . Questions and Answers on Taxation . . . The Prospect's Mind . . .* and others . . . are articles we are justifiably proud to bring you under the R & R banner.

AN AVERAGE, TYPICAL ISSUE OF ANY OUTSTANDING MAGAZINE, COMPLIMENTARY COPY WILL BE SENT IF YOUR REQUEST IS ACCOMPANIED BY SUBSCRIPTION (ONLY \$2 PER YEAR) FOR THE 12 ISSUES TO FOLLOW.



PAUL SPEICHER  
President

THE INSURANCE  
RESEARCH & REVIEW SERVICE  
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son of Stanley H. Pursell, who with his father, the late D. E. Pursell, founded the Aetna Life general agency at Reading in 1913. A graduate of Mercersburg Academy and Lafayette College, he served in the Navy during the war.

### Mutual Hires Farm Expert

Roy L. Dillingham has been appointed a field supervisor in the farm loan division of Mutual Life at Cedar Rapids.

From 1929 until 1948, he was with Aetna Life as assistant manager for farm loans and chief appraiser for the corn belt area. He has been a farm appraiser with the corps of engineers since 1948.

### Foreman Succeeds Davis

Business Men's Assurance has promoted Lester B. Foreman to supervisor of farm loans. He succeeds Charles S. Davis, who will be farm loan adviser. Mr. Foreman has been with the company since 1930 and has been in the investment department for 17 years and associate supervisor of farm loans for the past year. Mr. Davis has also been with the company since 1930 in charge of farm loans for all this time.

### Felt on Security Board

James Felt, president of James Felt & Co., New York City real estate dealers, has been elected a director of Security Mutual Life of Binghamton. He has been active in assembling sites for large rental housing areas, including two for Metropolitan Life and one for New York Life. He is currently consultant for Mutual Life's project under construction on Long Island.

### J. O. Hutchins Promoted

John O. Hutchins, agency manager for eastern Indiana, has been promoted by the Farm Bureau companies of Indiana to agency director. He started in 1938 as special agent in Putnam county.

## AGENCY CHANGES

### Reserve Life Makes Seven General Agcy. Appointments

Reserve Life of Dallas has made the following general agency appointments: George F. Neveau, Riverside, Cal. He operates in California, Nevada and Arizona and last year his agency paid for \$3 million.

Archie Garrard, Phoenix, Ariz., operating in Arizona, New Mexico and Utah. He has a \$3½ million agency, has been 30 years in the business and has two sons in the agency.

Gilbert Nelson at Fresno, Cal. He has a \$1 million a year agency.

Guy Cox at Corpus Christi, who submitted 10 applications for \$325,000 with \$6,300 in annual premiums in his first week.

The Delmont-Hauer general insurance agency in St. Paul-Minneapolis.

William O. K. Lowe, at Lincoln, Neb., who has had 20 years' experience.

Leonard Miller, at Dallas, who has had three years' experience.

As home office supervisors, Reserve Life has appointed Leonard De Cocini at Minneapolis, for the northwest states, and Harry Schell at Dallas, for the southern states.

### Kirchberg Joins Edwards

R. S. Edwards, Chicago general agent of Aetna Life has named A. J. Kirchberg as brokerage manager, effective July 1.

Mr. Kirchberg is resigning as brokerage manager for Connecticut General in Chicago, with which he has been connected over 18 years. He has been brokerage manager for eight years. He is past president of Chicago Life Agency

Supervisors and the Chicago Accident & Health Assn., and a director of the Chicago Assn. of Life Underwriters.

### Bankers, Ia., Ups Gilbert

Fred P. Gilbert, group representative for Bankers Life of Iowa, has been promoted to regional group manager at Dallas. He will supervise northern Texas and Oklahoma.

### Young Succeeds Ellston

Manufacturers Life appointed R. A. Young manager at Saskatoon to succeed Charles H. Ellston. Mr. Ellston

will return to Calgary to resume personal production. Mr. Young was in the army. He is president of the Life Underwriters Assn. of Saskatoon.

### Lawton New Haven G.A.

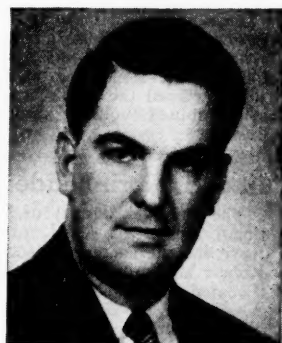
G. Albert Lawton, assistant superintendent of agencies Aetna Life, has been appointed general agent at New Haven effective July 1, to succeed L. Kent Babcock, Jr., who recently was named general agent at Philadelphia. Mr. Lawton joined the company in 1939 as an agent in Cleveland and became a supervisor there two years later. He later transferred to the home office.

### Reserve Promotes Willis

L. S. Willis, manager at Jackson, Tenn., has been promoted to district manager of the hospitalization division of Reserve Life of Tex. as for west Tennessee, including agencies at Memphis, Jackson, Union City, Paris, and Dyersburg. He succeeds James E. Richey who has been named regional manager of west Tennessee and Arkansas.

### Cahn Made Assistant G. A.

Norman W. Cahn has been appointed assistant general agent of the Sherman M. Strong agency of John Hancock at



E. Omar Mowrer, Jr.

## Akron Agency

wins

## President's Award



This award is based on comparative excellence of accomplishment in the following agency-building activities during the year 1949:

**Low cost of operation**

**High persistency of business**

**High average production per agent**

**Net increase in full-time representatives**

*Company congratulations to*

**E. OMAR MOWRER, JR., Akron General Agent**

(Appointed March 1, 1949 at age 32)

The  
**MIDLAND MUTUAL LIFE**



INSURANCE COMPANY

250 EAST BROAD STREET • COLUMBUS 16, OHIO

## NEW HORIZONS

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonus on Quality Business.
4. Personalized Home Office Service.
5. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: E. DUDLEY COLHOUN, Director of Agencies.

### Shenandoak Life INSURANCE COMPANY, INC.

SHENANDOAK, VIRGINIA • PAUL C. BUFORD, PRESIDENT

## FIDELITY

A WELL-BALANCED COMPANY

1950

### balanced objectives ...quality and quantity

There is significance in the fact that an increasing number of our representatives are qualifying for the National Quality Award.

Not quantity alone, but quality as well, is Fidelity's yardstick of accomplishment.

The National Quality Award translates into action our policy toward quality business.

The  
**FIDELITY MUTUAL  
LIFE INSURANCE COMPANY**  
THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA

Chicago. He has been a brokerage supervisor with the agency since 1941. At present Mr. Cahn is recovering from a recent illness and will assume his new duties about July 1.

#### Vorhauer to Be G.A.

William A. Vorhauer, manager of Manhattan Life's Chicago branch, has resigned to become a general agent of the company in Chicago, with offices at 4802 Broadway, effective June 1. In the future all sales operations in Chicago will be on a general agency basis.

Mr. Vorhauer started with Manhattan in 1941 as an agent in Chicago. In 1947, he was appointed assistant manager there and in 1949 became manager. A consistently high personal producer, he was first to qualify for the 1947-48 Manhattan Club, and in 1947 received the club's trophy for first in combined volume and number of lives.



W. A. Vorhauer

#### A. & H. April Leader

The Lubbock agency of Republic National led in A. & H. production for April for the second consecutive month. Robert Mourning of Oklahoma City also repeated his March record as leader in A. & H. R. G. Thomas of Mission, Tex., led in life business.

## SALES MEETS

#### Present Plans Include No Merger or Removal of Girard Home Office

At Girard Life's convention in Richmond, Charles W. Windham, its new president, said the management's objectives are expansion to other states, concentration on new business and new lines of coverage. He expressed his appreciation of the fine agency organization that Girard has built up and said that, at present, the management's plans include neither merger nor removal of the Girard home office from Philadelphia. Mr. Windham is also president of Guardian International Life of Dallas.

The convention was welcomed to Virginia by Gov. Battle, who was introduced by President Robert V. Hatcher of Atlantic Life of Richmond. At the first general session George A. Adsit reported on 1949 operations and discussed plans. He noted that the company is ahead in production for the first four months and that the newer agents and agencies were producing more and better business. He said the home office had been sold to make way for the Independence Hall mall and that new quarters will be obtained when it is necessary to vacate the present building.

The Girard Life Agency Assn. elected Philip Freifelder of Philadelphia as president. Other officers are E. A. Timme, vice-president and Aaron Goodman, secretary-treasurer. Directors are J. A. Cromarty, Joseph K. Anstaett and Dr. L. Joshua Weiner, with L. L. Williams, immediate past president, acting as ex-officio member. The convention ended with a luncheon at which Clarence H. Carr, manager of agencies, presided.

#### Penn Mutual Regional May 25-27

Penn Mutual will hold a regional conference at French Lick, Ind., May 25-27 for its Chicago, Cincinnati, Louisville, Peoria, Grand Rapids, Indianapolis, Champaign, Detroit, St. Louis, Kansas City, Wichita and Toledo agencies. There will be a company birthday dinner

party May 25 at which Vice-president Eric Johnson will be the principal speaker.

#### Writing More Lives to Be Mutual Benefit Theme

Writing more lives will be the underlying theme of the biennial national convention of Mutual Benefit Life at the Traymore hotel, Atlantic City, June 26-28.

The meeting will be built around the slogan, "50 in '50," which has been adopted this year by Mutual Benefit agents to symbolize their goal of increased lives' production. About 600 will attend, including about 400 agents and general agents, plus their wives and families.

An innovation this year will be a one-day session June 26 for double qualifiers. It will be on advanced underwriting problems.

The two days of meetings for all qualifiers will be devoted to methods of adapting basic Mutual Benefit sales concepts to the "more lives" goal. The only outside speaker will be Thomas R. Reid, vice-president of McCormick & Co., Inc., Baltimore food products firm. His subject will be "Human Relations in Selling."

Home office speakers will include President John S. Thompson, who will give a review of the company's past two years; Vice-president H. Bruce Palmer, and Richard E. Pille, vice-president in charge of agencies.

Presentation of awards will be made during the meeting to leaders for 1949 in earnings and lives.

#### Holds Wisconsin Regional

A regional sales conference for Mutual Trust Life agencies in Madison, Kenosha, Waukesha, Beaver Dam, Oconomowoc, Racine and Milwaukee was held under the auspices of J. O. Ware,

## 5 STEPS TO AGENCY SUCCESS

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Milwaukee speakers will be the principal speaker.

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Milwaukee general agent. Among the speakers was Raymond Olson, company president. About 50 agents attended.

## ASSOCIATIONS

### Orrie Olson Heads N. D. Association

Orrie Olson, North American Life of Chicago, Fargo, was elected president of the North Dakota Life Underwriters Assn. at the annual meeting in Bismarck. Other officers are Jack Kohnen, Pioneer Mutual, Minot, vice-president; Mel H. Toussaint, Occidental, Fargo, secretary-treasurer. New directors are Herman Schwandt, North American Life & Casualty, Bismarck; Ed Haskell, Guarantee Mutual, Grand Forks; H. E. Hanson, Pioneer Mutual, Fargo; and Duane Robinson, North American Life & Casualty, Minot.

Out-of-state speakers at the sales congress were C. B. Stumpf, president, and C. A. Ernst, treasurer of International Assn. of A. H. Underwriters; and E. H. O'Connor, managing director of Insurance Economics Society.

### Panther Named to Head Waterloo Association

Paul H. Panther, Prudential, has been elected president of Waterloo (Ia.) Assn. of Life Underwriters. Floyd L. Brandt, Northwestern National Life, was named vice-president and Walter G. Ehlert, Lutheran Mutual, secretary. John D. Moynahan, vice-president of the National association, spoke at the annual meeting and expressed deep concern over the current trend toward socialization in the federal government. He said that the public regards industrial pensions as insurance and their failure will adversely affect the life insurance business.

### Clark Houston President

The directors of Houston Assn. of Life Underwriters have elected Robert Clark, Connecticut Mutual, president; Harry O. White, Northwestern National; J. E. Holt, Aetna Life, and Emmett Smith, Jefferson Standard, vice-presidents; Jewel S. Jones, Occidental Life, secretary.

The chairman of the legislative committee was instructed to send to Texas representatives in Congress a resolution opposing the entry of the government into disability insurance.

Hedley V. Jackson, Northwestern National, has been appointed instructor for part 1 of the L.U.T.C. class and Jack Lawrence for part 2, both to begin about Oct. 1.

### Western Wis. Agents Elect

Robert McDonald, Travelers, was elected president of Western Wisconsin Life Underwriters Assn. at a meeting at La Crosse. Mrs. Gertrude Valier, North American L. & C., was advanced to vice-president, and Harold Krause, United Benefit Life, was named secretary.

### Logansport Assn. Elects

Logansport (Ind.) Assn. of Life Underwriters has elected George Lewis president. Harry Thomas has been named vice-president and Kenneth Holton secretary.

### Everett Named President

Mac Everett has been elected president of High Point (N. C.) Life Underwriters Assn. Other officers are Lloyd Swink, vice-president; Reid Marsh, secretary and Harold Armfield, treasurer.

### Chenault Hamilton President

Dean Chenault, Mutual Life, has been elected president of Hamilton (O.) Life Underwriters Assn. Robert Outten, Na-

tional Life & Accident, is vice-president, and Maurice Davis, Western & Southern, secretary.

### Evansville Agents Elect

Evansville (Ind.) Assn. of Life Underwriters has elected Hiram L. Logsdon, Penn Mutual Life, president. Eugene Verdon, Life of Virginia, was named vice-president and Chalmus C. Gentry, Metropolitan Life, secretary.

### Heads Detroit Agents' Council

Earl A. Kelly, Penn Mutual, has been elected the chairman of the council of field underwriters of the Detroit Life Underwriters Assn. Norman Fitter, Phoenix Mutual, vice-chairman, and Elsa Edwards, Manhattan Life, secretary, are the other new officers.

Oklahoma City—Frank Vesser, vice-president in charge of agencies General American Life, is addressing the May Meeting Friday on "Prospecting".

Fort Wayne, Ind.—Isaac S. Kilbrick, New York Life, Brockton, Mass., spoke on "Life Insurance Today, Yesterday and Tomorrow."

Springfield, Ill.—Frank E. Beach, professor of marketing at the University of Illinois, discussed salesmanship. He is co-author of some of the most widely used text books in the field of selling.

Pittsburg, Kan.—D. Everett Thomas,

Franklin Life, Joplin, spoke.

Pittsburgh—Graham A. Walter, manager of Canada Life at Toronto, addressed a luncheon meeting.

Stamford, Conn.—Harry P. Green, regional manager for Prudential at Newark, addressed a luncheon meeting on "The Price of Leadership." Attending were leading agents from Stamford, Norwalk, Darien, and other nearby communities.

El Paso, Tex.—Officers elected to take office in July are: Leon C. Miller, Lincoln National, president; Herbert L. Halliday, Kaster-Maxon Service Co., vice-president; Harry Morton, Jr., secretary.

A. R. Jaqua, Southern Methodist University, said the transition in this country from an agricultural to an industrial economy has brought about an increase in the sale of life insurance. He said workers no longer make a living, but buy a living with the money received.

Hartford—Stuart F. Smith, vice-president Connecticut General, spoke.

New Britain, Conn.—Horace R. Smith, assistant supervisor of agencies for Connecticut Mutual, spoke on "Success Can Be A Pleasure," discussing the part the agent plays in the economic structure of the nation. The June meeting will be in the form of an outing at the Y.D. Club in Plainville, June 22.

New Haven—At a luncheon meeting William A. Purtell of Hartford, a Republican candidate for the nomination for governor, made a vigorous defense of capitalism and private enterprise.

Minneapolis—"Million dollar selling ideas" were presented at a luncheon meeting by Lewis T. Stearn, Northwestern Mutual; Gaynor H. Myres, Fidelity Mutual; Louis Barrett, Occidental Life, and John Baldwin, Connecticut Mutual.

Southern Kentucky—W. L. Forshee of Bowling Green has been elected president, succeeding W. L. Hall. H. H. Graburck is vice-president and Charles McDonald secretary.

## ACCIDENT

### Cincinnati A. & H. Men Hear President Stumpf

More than 80 turned out for the May 17 meeting of Cincinnati Assn. of A. & H. Underwriters to hear a talk by Charles B. Stumpf, Illinois Mutual Casualty, president of the International association.

Mr. Stumpf explained that in order to sell A. & H. the agent must have the right mental attitude, plus planning, plus determination. Visual selling has been effective for him, Mr. Stumpf said, and has aided in retention of business.

"We must be emotional in our selling, but we cannot sell until we know the

did you say  
"RATE"  
his policy?



BACK in 1875, Prudential underwriters had to reject more applicants than they do today. Substandard insurance was then almost unknown. Beginning in 1922, more applicants became eligible for Prudential life insurance as we began to issue rated policies.

And now, in our 75th year, The Prudential has added two new classes of risks—making a total of six special rating classes. These new classes enable The Prudential to insure risks up to 500% of normal mortality.

In addition, our treatment of many other substandard risks has been liberalized. Ratings for a number of impairments have been reduced. Also, the waiting periods following many illnesses have been shortened for prospects who want to buy new insurance.

Prudential's new underwriting practices open the door for many applicants once considered "uninsurable." And no one understands the importance of life insurance more than the man who has been turned down.



## THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE  
NEWARK, N. J.

WESTERN HOME OFFICE  
LOS ANGELES, CALIF.

prospect's problem, so that we can give him the right solution," he said. The agent must be a buyer of A. & H. and in adequate amounts so that he will not be ashamed to tell the truth.

### Toledo Assn. Elects

Toledo (O.) Assn. of A. & H. Underwriters has reelected Melvin J. Potts, Mutual Benefit H. & A., president. Manley Kay is vice-president; John R. Hunter, Mutual Benefit, secretary, and John Meehan, treasurer.

### Plane Cranker Is "Crew"

The manager of an airport who was helping an airplane owner-pilot start his plane by swinging the propeller was covered for injuries as a "member of the crew," the Iowa supreme court has held in affirming a decision of the Mos-suth district court in *Miner vs. Western Casualty & Surety*. The court held that a crew could consist of one person and that it made no difference that Miner was not a member of a crew that flew with the plane.

### A. & H. Men Hear See

Frank M. See, St. Louis general agent

of New England Mutual Life, spoke on "Answering Objections" at a luncheon meeting of A. & H. Underwriters Assn. of St. Louis May 25.

## COMPANIES

### Set Injunction Hearing on Bankers L. & C. Advertising

DES MOINES—Hearing on a temporary injunction obtained by Bankers L. & C. against Commissioner Alexander will be held May 31 in Polk county district court.

The hearing is the latest development in the controversy between the company and the commissioner over the use of the so-called White Cross plan in the company's advertising.

It was previously held that the commissioner exceeded his authority in ordering Bankers L. & C. to cease using the White Cross plan or have its license revoked. The department appealed the decision to the state supreme court.

The temporary injunction was obtained after Mr. Alexander notified the company its license would not be re-

newed on April 1 and also that the agents of the company would not be relicensed. Mr. Alexander contended he had additional authority on renewing licenses but the company claimed he was seeking to "circumvent" the original injunction.

The company has registered the White Cross as a trade mark with the secretary of state since the controversy arose.

### Must Pay Ky. Tax

FRANKFORT—Construing Section 136.330 of the Kentucky revised statutes, attorney-general Funk has held that great Northern Life, which was merged with Washington National, must pay Kentucky \$916, which the Kentucky department holds is due as a privilege tax. It was contended that because of the merger occurring in 1949 this tax was not due, since the tax was for the year 1950.

Funk said that it is necessary to collect the tax on premiums at the end of the year in which the premiums were collected, otherwise it would be impossible to compute the tax. He added, "the absurdity of the contention that the tax on 1949 premiums was in payment for the privilege of doing business in 1950 is plainly evident, as such interpretation leads us to the conclusion that no foreign company would be liable for such tax for the first year in Kentucky."

### Buys Big San Diego Hotel

Pacific Mutual Life has purchased the U. S. Grant hotel at San Diego from Loyola University Foundation. It was leased back to the foundation for 98 years.

The multi-million dollar transaction is the largest thus far consummated in the San Diego area. According to Tom L. Lowe, real estate manager, the company is seeking further investment opportunities in San Diego.

### Digest Cites Hancock

A recent advertisement of the John Hancock is reprinted in the June Reader's Digest as the magazine's current choice for its "Advertising Cum Laude" series. The advertisement features the plant genius, Luther Burbank, and finds in his life a lesson of freedom.

### Republic Nat'l in Mich.

Republic National Life has been licensed in Michigan and will have a state manager's office in the Hollister building at Lansing. Premium payments by Michigan policyholders, however, will continue to be made direct to the home office at Dallas. President Theodore P. Beasley, in a letter to Michigan policyholders, said that licensing of the company in Michigan marked the beginning of a plan to enter and carry on an active program of development throughout several mid-western states.

Colonial Life is sponsoring a benefit concert June 1 at East Orange, N. J., for the Bill Leimer Boys' League of Orange.

## MANAGERS

### Chicago Life Agency Cashiers Hear Connolly

The problems of a salesman and what he needs to solve them were told to Chicago Life Agency Cashiers at a dinner meeting by Harold E. Connolly, director of agencies for Prudential at Chicago.

Mr. Connolly said today's salesman must learn what the people are thinking and then give them what they want. He warned that the market for all goods is selective and the producer cannot sit back if he is to be a success. Most salesmen want to sell on merit rather than by high pressure. He laid great importance on good relations between the

agent and agency management. Management, by understanding the agent's problems and trying to help find answers to them, is doing much toward making him a success.

"Presenting the Career Job to Prospective Underwriters," was the title of

## WEST COAST ADVANTAGES

- Ideal Working Climate
- Industrial expansion
- Population growth
- An abundant future

All combine to create unmatched opportunities for qualified underwriters and agency builders.

**West Coast Life**  
INSURANCE COMPANY

SAN FRANCISCO

## A. & H. MANAGER

A medium sized life company in the middle west is expanding into the A. & H. field. They need a man to head up this new department and promote the sales of A. & H. through their agents. For a man with a good A. & H. experience this position has excellent possibilities.

### FERGASON PERSONNEL

330 S. Wells Street HARRISON 7-9040  
Chicago 6, Illinois

## WANT ADS

Rates—\$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

### AGENCY SUPERVISOR !!!

In Chicago for outstanding mid-west mutual life insurance company. Good salary, commissions, travel expenses, pension, group ins. and hosp. benefits. Ability and personality to merit advancement. Confidential inquiry invited. Address A-11, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### SUPERVISOR WANTED IN ATLANTA

Well established agency representing one of largest Eastern mutual companies handling all lines wants Supervisor age 33 to 45 with good recruiting and production record—Reply own handwriting giving background, experience, availability. Also send recent snapshot. Address A-9, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### WANT YOUR OWN AGENCY?

General Agent opening in Austin, Minnesota for experienced Life Agent. Liberal commissions; New Man Training, Bonus, etc.; Life, Non-Can Guaranteed Renewable H & A and Hospitalization. Your confidential inquiry invited. Pioneer Mutual Life, Fargo, North Dakota.

### Can You Sell

## MONTHLY INCOME DISABILITY

... in conjunction with life insurance? Reserve Life offers \$10 per thousand per month, in addition to maturing face amount of policy at age 65, regardless of type.

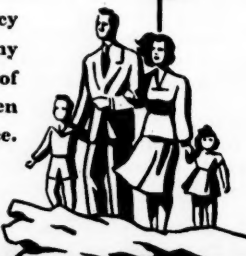
Reserve Life issues all standard policy forms, plus Retirement Income, Juvenile Education, Mortgage Redemption, etc. Liberal non-medical limits; sub-standard up to 600 per cent. Complete tested mailings to help you sell. Company Convention for qualifiers at Nassau August 16-21 (you may qualify on pro-rata amounts).

If you're looking for a General Agency connection with a Company that really cooperates, write to S. J. Gilbert, Vice President and Director of Life Agencies.

**RESERVE LIFE**  
**INSURANCE COMPANY**  
HOME OFFICE: DALLAS, TEXAS

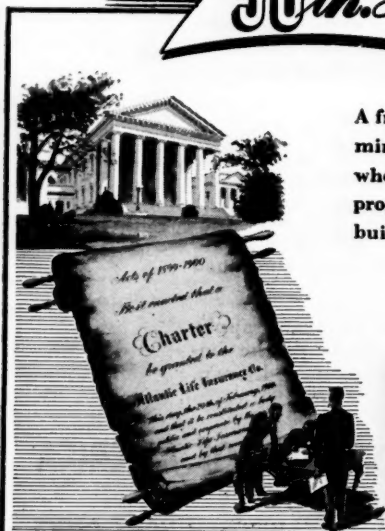
## 50th Anniversary

A friendly agency minded Company whose 50 years of progress has been built on service.



**ATLANTIC LIFE**  
**INSURANCE COMPANY**

Richmond, Virginia



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the talk of **Merwyn D. Cramer**, agency manager for Bankers Life of Iowa at Los Angeles, before the luncheon session of San Francisco General Agents & Managers Assn.

### Honor Chicago Moderators

At a banquet on the conclusion of the 17-week Chicago managers round table, each of the moderators was presented an embossed wallet for his contribution. The moderators were Paul W. Cook, Mutual Benefit; P. B. Hobbs, Equitable Society; Earl M. Schwemm, Great-West Life, and John H. Jamison and John O. Todd, Northwestern Mutual. There were more than 40 Chicago agency heads who attended these sessions regularly and it was voted to continue the meetings on a similar basis next year.

### Detroit Cashiers Party

Detroit managers were entertained at dinner by their head cashiers, members of the Detroit-Windsor Cashiers' Assn. Judge Carl M. Weideman of the circuit court was the speaker.

### Hear About Purdue Course

Utah Life Managers Assn. heard William Daniels of Purdue University describe the Purdue course. After explaining the entrance requirements he pointed out the school strives to equip the students with a proper mental attitude, as well as to make them feel that life insurance is the greatest business in the world.

The annual meeting will be held at Salt Lake Country Club, June 16.

### Trends Affecting Sales

C. C. Jamison, head of the research department of Security-First National Bank of Los Angeles, spoke before Life Insurance Managers Assn. there on "Economic Trends That Affect Life Insurance in Los Angeles County."

He said the trends in that area correspond to those nationwide, mentioning the population growth and the upward trend in savings.

It was brought out that there are 130 general agents and managers for life companies in Los Angeles. Announcement was made of the annual play day at San Gabriel Country Club, June 6.

### Reeder Milwaukee Speaker

Medical directors and their assistants of Wisconsin life companies will be guests at the May dinner meeting of Life Managers & General Agents Assn. of Milwaukee on Friday. Dr. C. L. Reeder, medical director Continental Assurance, will discuss "Medical Underwriting."

### Rivers Named President

J. W. Rivers, Union Central Life, was elected president of the Oklahoma City General Agents & Managers Club. Charles Caldwell, Life of Virginia, is vice-president and Joe Pinkerton, Prudential, secretary.

**Cincinnati Associated Life General Agents** will hold a management conference June 1 in connection with its annual meeting at the Hyde Park Country Club.

Samuel J. Foosaner, Newark tax attorney, spoke at the May luncheon of **Brooklyn Life Managers Assn.** Bernard Bergen, Mutual Trust Life, was program chairman.

### Jolly's Agency Moves

The Denver agency of Prudential, managed by Charles D. Jolly, has moved to new and larger quarters at 1726 Champa street. The agency is 40% ahead of last year in ordinary and 100% in group sales. It serves three states.

### "Ky. Derby" Winners

The Earl Jordan agency of Massachusetts Mutual Life in Chicago held its Kentucky Derby ball for the quali-

fiers of its second annual Kentucky Derby contest. Leader in contest points was Maurice Paine, other qualifiers being Leonard Frett, Walter White, James Ensminger, John Goldbacher, Henry Franzen, Robert Lowell, John Ward, Chester Schipplock, Albert Salvesen, Carl Owen and Vaylard Hurme.

### Lenoue in Seattle BMA Post

Bernard J. Lenoue will become manager for Business Men's Assurance at Seattle June 1. He is now a district supervisor at Spokane. Clarence W. Rogers, for 22 years at Seattle, resigned March 31 but will continue in personal production.

Mr. Lenoue has been with B.M.A. since 1947. Because Karl Krogue, Spokane manager, who is this year serving as national president of C.L.U., has had to do much traveling in connection with his duties, Mr. Lenoue has assumed considerable responsibility in the management of the Spokane office.

Joseph D. Wasserman has been appointed supervisor of the Joseph W. Fox agency of Berkshire Life at Jersey City. He has been in the life business since 1936 and is a C.L.U. He is financial secretary of the Hudson County Life Underwriters' Assn.

### K. C. Life Juvenile Revised

Currently issued juvenile policies of Kansas City Life now provide full immediate death benefit, except that those issued at age 0 provide \$250 per \$1,000 face amount during the first policy year. Formerly, the full amount was not payable until age 3. Annual premiums for ages 0, 1 and 2 (rates for ages 3 and over did not change) are:

Age	Life	Pay.	End.	Age	Life	Pay.	End.
0	\$21.14	\$26.52	\$12.16	20	\$23.10	\$47.63	\$45.03
1	21.12	26.50	12.26	21	23.14	47.41	47.41
2	21.16	26.54	12.36	22	23.19	47.22	50.26

### Stotz Leads Mutual Benefit

The R. R. Stotz agency of Grand Rapids led all Mutual Benefit Life agencies in volume and number of sales for the first four months of the year. The agency also leads in the number of salesmen on the company honor roll.

### Confer on Insurance Education

LOS ANGELES—Neil H. Jacoby, dean of the college of business administration of U. C. L. A., has called an informal conference of insurance men June 3 to consider the question of insurance education.

Topics he suggested for consideration include: the insurance needs of the

community and how these needs are being met; what, if any, gaps there are in the patterns of general insurance education and what educational tasks are best suited to the various agencies in the insurance field; also: "Is a program needed for the development of teachers at the various levels required; and if so, how can such a program be implemented?"

### Savings Bank Forum June 8

The annual dinner meeting of Savings Bank Insurance Forum will be held in New York City June 8. Kenneth Bell, vice-president Chase National Bank, will discuss "Highlights of a Bank Insurance Program." George P. Slayback, Jr., Brooklyn Savings Bank, is chairman of reservations.

### Hancock Building Wins Medal

The architectural firm of Cram & Ferguson will receive the Harleston Parker medal for its work on the new home office of John Hancock.

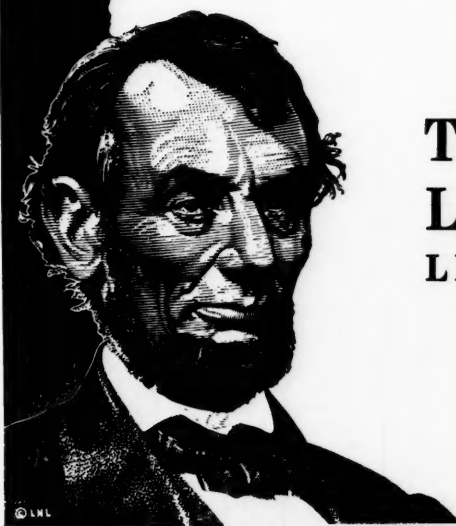
**Pioneer American** of Houston has now been licensed in Alabama, the seventh state it has entered, and the fourth state entered this year.

## America's No. 1 Family Man

Even fathers whose proud families rate them "tops" must take off their hats to the life insurance agent as America's No. 1 Family man! For it's literally true that he brings financial security to millions of homes all over the country.

Lincoln National representatives in particular have been trained in traditions of thoughtful, human service.

*LNL is geared to help its field men*



The  
**LINCOLN NATIONAL**  
**LIFE INSURANCE COMPANY**

Fort Wayne 1, Indiana

*Its name indicates its character*

## Sues U.S. for NSLI Dividend Withheld to Repay Civil Relief Act Advances

SACRAMENTO—Paul E. Plesha, Sacramento, has filed suit against the United States for the unpaid balance of his National Service life insurance dividend, which the veterans administration held out on the theory that Mr. Plesha owed the government money for premiums advanced on his behalf for private life insurance protected under the 1940 soldiers and sailors civil relief act.

It is expected that the VA will be forced to defend the suit on the ground that its claim for reimbursement is proper.

Policies protected after the 1942 amendment of the act are not involved, for the amendment specifically provided for reimbursement.

### Cal.-Western Cooperating

Mr. Plesha is a policyholder of California-Western States Life and the company has announced that it is giving him all reasonable cooperation. The company has been active in attempting to have the VA reverse its position or at least to bring about a test case. Thus far the VA has refused but has reduced

dividends by the amounts which it has contended veterans owe.

The dispute involves about 10,000 veterans and has been going on ever since 1943 when VA decision No. 513 took the position that members of the armed services would be responsible to the government for premiums advanced. Previously service men and life insurance people had assumed that private life insurance under the 1940 act involved no such liability. The absence of liability under the 1940 act seemed obvious from a letter from Assistant VA Administrator Breining of Jan. 31, 1941, which read in part:

"There is no provision in the act at this time for collecting from the insured the amount that the premium with interest may exceed the cash surrender value at the time of termination."

A substantial amount of life insurance was sold to service men or those about to go into the service in the months before and after the United States' entry into the war. The fact that the VA, beginning in 1945, refused to stand by the attitude announced by Mr. Breining in

his letter of 1941, has aroused widespread resentment among veterans who were caught by this reversal of attitude.

Unfortunately, many of them have taken the attitude that the life companies and their agents were guilty of misrepresentation in leading the service men to rely on freedom from liability under the 1940 act, although obviously the companies had every reason to rely on the wording of the law and the attitude expressed in Mr. Breining's 1941 letter.

## Form Fraternal Counselors Group

One of the principal actions taken at the meeting of the Fraternal Field Managers' Assn. at Chicago was the organization of the Fraternal Insurance Counselors' Assn. A constitution and by-laws were adopted and the following officers were elected: Evan C. Evans, Woodmen of the World, Omaha, president; Theodore Precht, Aid Assn. for Lutherans, vice-president; W. P. Langhaug, Lutheran Brotherhood, secretary; directors, Huldah Donaho, Woodmen Circle (one year); E. H. Wilson, Modern Woodmen (two years); and Frank Garber, Maccabees (three years). The set-up provides for the past president to be one of the officers and Fred Krehl, Equitable Reserve Assn., was elected to that office.

It is anticipated that the organization will be international in scope and that city and state units will be formed.

The Fraternal Field Managers' Assn. will hold its next meeting in conjunction with the National Fraternal Congress at New York City, Sept. 25.

Speakers included J. Richard Sims, Woodmen of the World, Omaha, association president; George Perrin, Modern Woodman, who brought greetings as president of the National Fraternal Congress; Frank Garber, Maccabees; Donald L. Wise, Protected Home Circle; John H. Jamison, general agent Northwestern Mutual Life, Chicago; John Pekrul, Lutheran Brotherhood; Mrs. Gladys Tatroe, Equitable Reserve Assn.; E. C. Hughes, Fidelity Life Assn. for Lutherans; Mrs. Florence Jensen, Woodmen Circle; R. H. Abernathy, Woodmen of the World, Omaha; L. E. Probst, Independent Order of Foresters, and Prof. Robert I. Mehr of University of Illinois.

### Chicago LUTC Dinners

Examinations and closing dinners of sections I and II of the Life Underwriter Training Council course in Chicago were held last week. A feature of the section II dinner was the presentation of a resolution expressing appreciation to the Chicago Life Underwriters Assn. for sponsoring the course. The instructors, Floyd E. Cripe, Lincoln National, and Hal L. Nutt, now head of the Purdue course, were given presents in appreciation of their work.

### Gilbert Heads Ore. Quarter Million Round Table

PORTLAND, ORE.—Verne Gilbert, Equitable Life of Iowa, has been elected president of Oregon Quarter Million Round Table.

William G. King, Standard of Oregon, is 1st vice-president; Kenneth S. Reed, Northwestern Mutual, 2nd vice-president, and Veronica Dearcop, secretary.

Mr. Gilbert is a trustee of National Assn. of Life Underwriters, a past president of the Portland association and a life and qualifying member of the Million Dollar Round Table.



Verne C. Gilbert

## Mich. Managers Organize Group

A state organization of Michigan general agents and managers was formed at Detroit at the meeting of the Michigan Assn.

Ray Wertz, manager of Reliance Life, Detroit, and a zone chairman representing seven states of the general agents and managers committee of the National association, and William Milligan, manager of Manufacturers Life at Detroit and area chairman in the national zone, were the guiding forces in the formation of the state group. Frank L. Klingbeil, manager of Prudential Insurance Company, Detroit, was chairman of the meeting.

Myron S. Kirkpatrick, Wisconsin National, Grand Rapids, was elected president, Martin J. Beckers, Equitable Society, Flint, vice-president; William Milligan, Manufacturers' Life, Detroit, secretary-treasurer. Committee chairmen are Louis Pohl, Life of Virginia, Pontiac, finance; Ralph W. Emerson, Northwestern Mutual, Kalamazoo, conference; Lester C. Peters, Metropolitan, Lansing, legislative; and Charles E. Dibble, Dominion Life, Lansing, education.

The group decided to hold a joint all-day conference in Detroit with the Life Managers Assn. of Detroit in November. Messrs. Emerson and Klingbeil will be co-chairmen.

### UOPWA Seeks Jobs for Negroes

At its annual meeting at Atlantic City, UOPWA adopted a program calling for more jobs for Negroes with major insurance companies. An assessment of \$2 to \$6 per member was called for to achieve the goal of organizing 10,000 white collar workers in the next year.

### Conflicting Testimony Heard on Negro Longevity

MADISON, WIS.—Conflicting testimony on Negro longevity was heard in the circuit court trial in which the court is being asked to rule on a 1911 law which, according to Insurance Commissioner Lange, doesn't permit the state life insurance fund to insure Negroes because they are poor risks.

Prof. William Howells of the University of Wisconsin anthropology department said that if a Negro doesn't live as long as a white man it is not because he is a Negro but possibly because of his environment. However, Winfred Bryson, professor at Morgan State College, Baltimore, said Negroes are especially susceptible to tuberculosis, pneumonia and Bright's disease, and Norman F. Buck of Lincoln National Life said that evidence indicates that Negroes as a race die faster than whites. George A. Dundon, Milwaukee deputy registrar of vital statistics, said the Negro death rate in Milwaukee for 1946 to 1949 was 12 to 13 per 1,000 while the rate for non-Negroes was 9 to 10.

### Guardian Names Holquist as Omaha Manager

Robert W. Holquist has been appointed manager for Guardian Life at Omaha, effective June 1. He has been with Connecticut Mutual there. He entered the business in 1940, and has served in selling and supervisory capacities. He is a navy veteran.

New York Life is financing a \$9 million apartment development at Columbus, O., which will contain 1,342 one- and two-room dwelling units.

Twenty-five Wichita agents who have completed the first half of the course of Life Underwriters Training Council were honored at a graduation luncheon.

## EASTERN LIFE INSURANCE COMPANY OF NEW YORK

LOUIS LIPSKY, 386 FOURTH AVENUE HARRY YARIN,  
President NEW YORK 16, N. Y. V. P. and Secretary

Issues \$10.00 Monthly Income Disability Benefits per \$1,000.00 of Insurance up to \$150.00 a month.

One and Five Year Renewable Term, Ten Year Term and Term Expectancy; Mortgage Protection Insurance; Family Income Riders; Juvenile Insurance; Insurance with Annuity; Life Premium Reduced One-half After Twenty Years; Limited Payment and Endowment Contracts; Also Sub-Standard Policies Issued.

General Agencies available in Upstate New York, New Jersey, Delaware and the District of Columbia

For further information write to  
MURRAY APRIL, Director of Agencies

"A Company with a Friendly Atmosphere"

## LUTHERAN MUTUAL LIFE INSURANCE COMPANY Waverly, Iowa

71st Annual Statement, December 31, 1949

Insurance in Force.....	\$201,066,748
Admitted Assets .....	38,853,082
Policyholders' Surplus .....	2,457,899
1949 Increase of Insurance in Force.....	22,945,330
Dividends Paid in Last 10 Years.....	5,343,697
Reserve for 1950 Dividends.....	850,000

A Growing Company with an outstanding record of  
Low Net Cost

Agency openings available to Lutherans

## STEADY GROWTH...Now Operating in Seven States

Year	Assets	Capital Surplus	Insurance in Force
1908	5,482	5,482	744,032
1938	1,015,879	302,266	11,741,911
1948	4,969,740	1,417,585	74,653,754
1950	7,380,635	2,000,562	91,425,487

Conscientiously and satisfactorily serving the people of Missouri, Illinois, Iowa, Kansas, Kentucky, Arkansas, and Oklahoma since 1907.

## MISSOURI INSURANCE COMPANY

705 CHESTNUT STREET

ST. LOUIS 1, MISSOURI

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## Sales Up 17% in April 14% for First Four Months

Life insurance sales in April were \$2,171,000,000, an increase of 17%, according to L.I.A.M.A. In the first four months of this year, sales were up by a billion dollars.

Ordinary sales in April were \$1,352,000,000, up 7%. Industrial was \$445,000,000, up 7%. Group was \$374 million an increase of 120%. These cases represent new groups set up and do not include additions of insured personnel under group insurance contracts already in force. They did not result from any one large group plan, but from material increases by many of the group-writing companies.

In the first four months total life insurance sales were \$8,664,000,000, up 14%. Ordinary accounted for \$5,188,000,000, up 6%. Industrial was \$1,770,000,000, up 12%. Group life amounted to \$1,706,000,000, an increase of 53%.

Figures for April and the first four months for the last two years were as follows:

April Sales 1949		Increase 1950 over 1949	
(000,000 Omitted)		1950 1949	
Ordinary	\$1,268	\$1,352	7%
Group	170	374	120%
Industrial	414	445	7%
Total	\$1,852	\$2,171	17%
First Four Months 1949		Increase 1950 over 1949	
(000,000 Omitted)		1950 1949	
Ordinary	\$4,916	\$5,188	6%
Group	1,113	1,706	53%
Industrial	1,579	1,770	12%
Total	\$7,608	\$8,664	14%

## Sun, Canada, Ups Three Actuaries

Sun Life of Canada has promoted A. J. Moore and J. W. Ritchie from assistant actuaries to associate actuaries and L. J. Brown from mathematician to assistant actuary.

Mr. Moore, a graduate of Mount Allison University, joined Sun Life in 1924. He will have charge of the group administrative and group mathematical department. Mr. Ritchie has been with Sun Life since 1930. He is a graduate of Edinburgh University. He will assist in the direction of the actuarial work in ordinary branch. Mr. Brown, a graduate of University of Manitoba, joined Sun Life in 1928. He will be in charge of the actuarial department.

## Stockholders Group to Fight Mutualization Plan

LOS ANGELES—Enough policyholders have approved Pacific Mutual's mutualization proposal to meet the requirements but a protective committee of stockholders of the predecessor company will oppose the plan when it comes before Commissioner Downey for his approval. The committee will present to Commissioner Downey a rehabilitation plan of its own. It is reported to represent 303,436 of the outstanding 502,200 shares of capital stock of the old company. The committee is composed of W. E. Walker, Dallas; and W. S. Hughes, president of Wagenseller & Durst, Inc.; Herbert Allen, vice-president of Title Insurance & Trust Co.; and J. G. Voelker, all of Los Angeles.

## Loventhal Heads Slate

The slate of the Chicago C. L. U. chapter includes: Lee J. Loventhal, II, Northwestern Mutual, president; Lorraine Sinton, Mutual Benefit Life, vice-president; Robert F. Ober, Berkshire, treasurer; and Robert Schott, Phoenix Mutual, secretary; directors (two years), Isaac Curtiss, Travelers; H. A. Schmitt, New England Mutual; John Martin, Equitable Society; John Churchman,

Great-West Life; director to fill for one year the unexpired term of Robert Schott, Philip V. Boyle, Metropolitan. The annual meeting will be held June 6. Norris Landwirth, Peoria, regional vice-president American Society, will speak.

## Hugh Hart, Famed Life Insurance Figure, Dies

Hugh D. Hart, who last January became vice-president and director of agencies of Great Northwest Life of Spokane after serving for 10 years in that capacity with Illinois Bankers Life, died of a heart attack in his hotel room at Seattle Sunday. He had had heart trouble but his death was entirely unexpected. He was starting out on an extended agency trip. Apparently he had tried to call a doctor, because he was found with one hand on the telephone.



Hugh D. Hart

Mr. Hart's insurance career started in Little Rock with Aetna Life, where he built its third largest agency. He went to New York City as a partner in the Hart & Eubank agency of Aetna. He and Gerald A. Eubank, now manager in New York for Prudential, built Aetna's largest agency, with a peak volume of \$66 million a year.

In 1927 he went to Penn Mutual as agency vice-president for four years, later going into the investment business before returning to life insurance with Illinois Bankers.

Mr. Hart graduated from Henson Brown College, University of Arkansas Law School and was one of the founders of the American College. He was a trustee of National Assn. of Life Underwriters in 1926-27.

## Metheny N. Y. Speaker

New York City Life Underwriters Assn. will hear C. Brainerd Metheny, general agent Fidelity Mutual at Pittsburgh, speak on "The Magic of Life Insurance" at the June 8 meeting. Election of officers will take place at this meeting.

Colonial Life has declared a \$1 dividend, payable June 9 to stockholders of record June 2.

## No Agreement in Sight on Company Tax Bill

WASHINGTON—The conference committee on the Doughton bill to tax net investment income of life companies held its first meeting and adjourned without result, with no agreement in sight, subject to call of Senator George, chairman.

Rep. Lynch, New York, who heads the House conferees, supported provisions of the bill as passed by the House.

The Senate cut out 1947-48 taxation from the bill, believing a retroactive levy would be unconstitutional.

Life insurance observers believe Lynch is making a personal issue of House-Senate differences on the bill, because he has been in the picture from the beginning and has pride of opinion and authorship and has made many speeches on life company taxation, but most of all because of the controversy between him and Thomas I. Parkinson, president of Equitable Society. While this feud has been strictly behind the scenes, Lynch is reported to have accused Mr. Parkinson of bringing pressure upon him, directly and indirectly, against the bill.

We at Kansas City Life are proud of the record compiled during the first portion of 1950 by our Agency Force. Full credit belongs to their skill and energy and our future progress is secure in their hands.

**KANSAS CITY LIFE INSURANCE**  
KANSAS CITY, MISSOURI

### CONTINUED UNEXCELLED PROGRESS

1945 '46 '47 '48 '49

INSURANCE IN FORCE  
PAID FOR BUSINESS

\$65 MILLION → \$121 MILLION  
\$6 MILLION → \$27 MILLION

THE future indicates even greater development and earnings to the Company and its agents. Keeping ahead of the times with unexcelled general agency contracts, competitive rates and plans geared to the second half of the century give our men a lead on the field. A talk with us should prove of interest to you.

## PHILADELPHIA LIFE

INSURANCE COMPANY • PHILADELPHIA 7, PA.  
Established 1906

## LEGAL RESERVE FRATERNALS

### Modern Woodmen Convene on June 6-8 in Chicago

The convention of Modern Woodmen will be held in Chicago, June 6-8, with 183 delegates attending. In the group will be 86 district managers who won a free trip for their production during the first four months of this year. This group will be feted at a dinner June 6, when John H. Jamison, Chicago general agent of Northwestern Mutual, will speak. A theater party and ball game are scheduled for trip winners.

At the banquet, June 8, Dr. Preston Bradley, Chicago minister, will address the more than 600 in attendance. Officers are to be elected for the coming four years. While in session the delegates will review the Modern Woodmen business transactions and enact by-laws changes. Reports show a gain of \$25,728,723 in assets for the past four-year period, with 40,686 claims paid totaling \$48,398,71.

### IOF Plans New Home Office

Independent Order of Foresters is planning a new head office building in Toronto at the corner of Jarvis and Charles streets. Some other life compan-

ies are planning to leave downtown Toronto for the Bloor-Jarvis sector. Work on the building will start in about a year.

### Women's COF Neb. Meet

The Women's Catholic Order of Foresters held its state convention in Omaha. Mrs. Mary McCullough, high chief ranger, attended. Archbishop Gerald Bergan and Rev. Hilarin Lapinski were speakers.

### Plan Wis. Aid Assn. Parley

The Wisconsin Federation of Aid Association for Lutherans will hold its annual convention at Sheboygan, June 3. H. C. Rommelmann and Victor Heschke, local counselor, are co-chairmen.

### Dr. A. D. Cloyd Passes Away

Dr. A. D. Cloyd, 90, medical director of the Woodmen of the World from 1898 to 1946, died at his home in Omaha, following an illness of more than a year.

Dr. Cloyd joined Woodmen of the World at Shubert, Neb. in 1892. In 1898,

when Dr. Cloyd was offered the post of medical director, following the death of Dr. W. O. Rodgers, he decided to devote all his efforts to fraternal insurance.

Dr. Cloyd was a veteran worker in the medical section of the National Fraternal Congress; he helped formulate its rules, including the height and weight table adopted in 1901, which is still the standard. He also was instrumental in securing adoption of uniform regulations governing acceptance of persons with family histories of hereditary diseases.

### Barkhuff Royal Neighbors Asst. Chief Accountant

W. Merle Barkhuff has been appointed assistant chief accountant for Royal Neighbors of America. Before joining Royal Neighbors he was a member of the firm of Harry S. Tressel & Associates, consulting actuaries and public ac-



W. M. BARKHUFF

countants. Previously he was with West Side Trust & Savings Bank, North American Union Life Assurance Society, a fraternal organization, and William Arnold & Co., public accountants, all of Chicago.

Mr. Barkhuff, attended Northwestern University and was licensed as a CPA in Illinois.

### Mutual Moves Southern Superintendent to Atlanta

On July 1, D. D. Briggs, superintendent of agencies for the southern division of Mutual Life will establish headquarters in Atlanta.

The new office in the Rhodes building in Atlanta, will oversee 20 agencies in 17 southern states. Headquarters for the southern division superintendent have been at the home office.

### Humphrey Heads Managers

The General Agents & Managers Assn. of Northern New Jersey has elected H. Horton Humphrey, Aetna Life, president, William Beardsley, Lincoln National, vice-president, and Edward Jahn, Connecticut Mutual, secretary; Fred R. Fast, Union Mutual, Fred Speer, Equitable Society, and William Forman, Mutual Benefit Life, were elected directors.

### Neb. Institute Elects Stanley

George M. Stanley, Guarantee Mutual Life, Omaha, was named president of Nebraska Insurance Institute at a meeting at Lincoln. Wayne Packard, Lincoln Security Life, Lincoln is secretary.

W. Oliver Cass, general agent of Mutual Benefit Life at Indianapolis, has been elected president of the Indianapolis Sales Executives' Council.

## Convention Dates

June 1-2, Life Insurance Assn. of America, spring meeting, Chalfont-Haddon Hall, Atlantic City.

June 5-6, Society of Actuaries, Edgewater Beach hotel, Chicago.

June 5-7, H. & A. Underwriters Conference, annual, Hotel Statler, New York.

June 7, Fraternal Actuarial Assn., Edgewater Beach hotel, Chicago.

June 7-9, Canadian Fraternal Assn., St. Donat, Que.

June 12-16, National Assn. of Insurance Commissioners, annual, Chateau Frontenac, Quebec.

June 15-17, A.L.C. Medical Section meeting, Greenbrier, White Sulphur Springs, W. Va.

June 16, Vermont State Assn. of Life Underwriters, annual sales congress, Burlington.

June 17, North Carolina sales congress, Charlotte.

June 19-30, Life Officers Investment Seminar of American Life Convention, Beloit College, Beloit, Wis.

June 26-27, Texas Life Underwriters Assn., meeting and sales congress, Dallas.

June 26-30, International Assn. of A. & H. Underwriters, on steamer Greater Detroit.

July 6-8, International Assn. of Insurance Counsel, Greenbrier, White Sulphur Springs, W. Va.

July 31-Aug. 11, Annual C.L.U. Institute, University of Connecticut, Storrs.

Aug. 14-16, International Federation of Commercial Travelers Insurance Organizations, Lake Louise, Alberta, Can.

Aug. 22-25, Annual advanced underwriting clinic of University of Illinois, Urbana.

Sept. 14-16, Federation of Insurance Counsel, annual meeting, Atlantic City.

Sept. 18-20, International Claim Assn., Greenbrier hotel, White Sulphur Springs.

Sept. 25-27, Life Office Management Assn., annual, Royal York hotel, Toronto.

Sept. 25-29, National Assn. of Life Underwriters, annual, Hotel Statler, Washington.

Sept. 25-28, National Fraternal Congress, annual, Statler hotel, New York City.

Oct. 3-6, American Life Convention, annual, Edgewater Beach hotel, Chicago.

For  
Their  
Future!



Planning intelligently and scientifically with the family head in order to schedule the best in protection and future income for every member of the family is a specialty in Modern Woodmen of America. Thousands of American families have found that Modern Woodmen agents, especially schooled in writing whole-family protection, are competent and helpful advisers in planning a well-rounded life insurance program.

Plans offered are modern and varied in application, designed to meet every need and to fit every pocketbook—a Retirement Income or the new and popular Ideal Savings Plan for Dad and Mother—plans to assure completed educations for Sister and Brother—all blending the important features of ample protection and assurance of future financial security.

\$156,731,000.00 in Assets \$736,000,000.00 Paid in Benefits  
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✓ Could this be your personal advancement opportunity of 1950?

### Number of District Manager Territories Now Open

Complete line of participating life insurance plans (many specials), with Accident, Hospital and Disability riders. Unusual Juvenile plans from birth. Standard, Sub-standard business. Field-tested, award-winning sales aids, prestige builders. Direct help in field. Agent's pension plan.

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ATTRACTIVE SOCIAL AND BENEVOLENT  
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# VA Officials Grilled on NSLI Operations

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post mechanically?" asked Dorsey. Breining said their methods differ. He said VA had invited business machine people to submit plans to improve VA systems, and 15 of their representatives were shown its problems and are working out proposals, which VA will study.

## VISITED COMPANIES

"We have been visiting insurance companies," Breining continued. "We have a man collaborating with the Life Office Management Assn. We hope to have a system that will be an improvement over the present system. We have considered mechanical methods for a long time."

"Have you not been a right long time deciding you will do something about it?" asked Hardy.

"No, the companies took years." "The question was raised three years ago," said Hardy. "Let me commend you for having arrived at the point of actively working on the matter." He suggested the situation indicates "we had a lot of thinking and very little acting."

Breining defended VA failure to adopt mechanical posting methods. He said it had been faced by three problems: First, to straighten out its records; second, pay dividends, and third, study improvement of methods.

"Has it been superficial?" asked Hardy. "Is it in the talk stage?"

## Recommendations Not Unanimous

Breining replied that VA has had three persons working on the matter for some time and, indirectly many others. Commenting upon a congressional statement that the VA system had been surveyed by commercial company men, Breining said, "We had two representatives from three companies walk through our office and they did not recommend unanimously any particular change in our system."

One company had made a study, he added, but Administrator Gray conferred with a company vice-president, a personal friend, who advised against installing a mechanical system.

"It would be easy for the government to throw a lot of money down a rat-hole for new equipment," said Breining. "After World War I, \$650,000 went down a rat-hole. We tried to mechanize NSLI, but could not get the machines during the war."

"The committee wants thorough study and intelligent action," commented Hardy, but he was interested in "whether this tree is barren or will bear fruit."

Breining said the last study indicated it would be more expensive to post USLI premium mechanically than manually. However, he admitted USG premiums were posted mechanically.

## "How Much Longer?"

"You have had five years to get your records straight," remarked Lovre. "How much longer? With all the experience of the life insurance companies, it seems you could capitalize on it."

Breining replied by referring to changes in mechanization, including electronic methods, but Lovre said there is always change and improvement in every line, but that did not prevent adoption of a new plan. Breining said one company uses the typewriter in addressing premium notices because of many changes of address, and most companies use the manual method of posting premiums.

"You don't think you could use machines to do administrative work," Hardy suggested.

"It would be a good thing if you could," said Breining. "It is a thankless job and I would be glad to get out of it, if they could get somebody else to take it."

While he insisted manual posting of NSLI is cheaper, he said there is "better control" in the mechanical method. He hoped that "by this time next year we will have concluded our study and taken action."

Comparing employment under NSLI, Breining said on Dec. 31, 1948, there was one VA employee for 386 policies, whereas a year later the number was one per 452 policies. Hardy wanted the comparable ratio for insurance companies.

Breining attributed considerable VA troubles to failure of the armed services to do their part of the program. A great many applications from those sources have to be "adjusted" by VA. The armed forces went in for action more than for paper work, he said, but he expressed sympathy for them and hoped they have sympathy for him. Hardy suggested the armed service personnel take the place of life insurance salesmen.

Lovre brought up the Hoover commission report on VA comparing its performance with that of commercial life companies on a 4 to 1 basis, but Breining said that was not proper. Of the five largest life companies cited in committee reports, he said, one writes only ordinary and its cost or expense appeared to be \$15 per policy, compared with \$14 for VA.

## Jesse Jones Santa Claus Editorial Stirs Interest

WASHINGTON—Friends of RFC say they don't know what Jesse Jones, former RFC head, means by an editorial in Houston Chronicle, his paper, captioned "RFC Plays Santa Claus to Banks and Insurance Companies." However, it is pointed out he has been critical of RFC recently. He has criticized the Texmass Petroleum Co. loan, and recommended abolition of RFC in a letter to the Fulbright committee which investigated that matter.

An RFC spokesman pointed out the agency can make loans to or buy preferred stocks of insurance companies, with the approval of the Secretary of the

Treasury, where such companies need additional capital, up to an outstanding limit of \$15 million. This legislation was enacted in recent years.

The spokesman said that under it there have been only three or four insurance company loans totaling about \$3,100,000. He stated that as of March 31, 1950, there were loans on insurance company preferred stocks in four cases totaling \$8,300,000, some of which antedated the \$15 million limitation law.

## Seth Turk Heads Missouri Assn.

The Missouri State Life Underwriters Assn. at its annual meeting in St. Louis elected Seth Turk, Equitable Society, Springfield, president, to succeed Richard H. Bennett, General American Life, St. Louis. Other officers are: 1st vice-president, Wylie Craig, Aetna Life, Kansas City; 2nd vice-president, William King, Fidelity Mutual Life, St. Louis, and national committeeman, Herbert Hedges, Equitable Life of Iowa, Kansas City.

At the joint luncheon and sales congress of the Missouri and St. Louis associations, speakers were Powell B. McHaney, executive vice-president General American Life, A. R. Jaqua, director of the Southern Methodist course, F. L. Merritt, vice-president and director of agencies Central Life of Iowa, and C. J. Scheid, New York Life, Cleveland.

Mr. McHaney made a stirring appeal for life insurance people to fight against socialistic paternalism. He called attention to the fact that it takes 90 days to a year for the veterans administration to pay a death claim under National Service policy, while 70 to 80% of claims against private companies are paid well within 15 days.

Adam Rosenthal, General American Life, was chairman of the sales congress.

## Equitable Agents' Assn. Forms Local Chapters

Representatives of the Agents Assn. of Equitable Society and home office executives conferred on the association's request for increased commissions

and pensions with vested rights. Another meeting has been scheduled for fall.

Home office representatives included Executive Vice-president V. S. Welch, Vice-presidents H. A. Yoars and A. B. Dalager, Associate Actuary W. J. November, C. B. Lunsford of the auditing department, and Stuart McCarthy of the legal department. Agents present were Leon G. Simon, Hamilton Childs, Robert Jones, Albert Turk and C. Frank Bachrach.

The association has formed several local chapters. At New York City, Maury Leventhal has resigned as vice-president of the national body to become president of the local chapter. He is succeeded by Mr. Bachrach.

A chapter for Utah and Nevada has been formed, headed by Mrs. W. C. Williams, Salt Lake City. Other chapters are forming at Philadelphia under Max H. Cohen, at Chicago under Charles E. Wilson, and at Los Angeles under Samuel A. Aaron.

The association is composed of commission compensated agents and excludes salaried or management connected personnel.

## Shoemaker Heads N. Y. State Assn.

New York State Life Underwriters Assn. at its annual meeting in Rochester elected George P. Shoemaker, New York City general agent of Provident Mutual, as president, Merle W. Smith, Mutual Life, Buffalo, vice-president, and Philip R. Chase, general agent Northwestern Mutual, Syracuse, secretary-treasurer. Mr. Chase occupied that post when he entered the service and had to forego his move up through the official family.

Regional vice-presidents are Richard E. Myer, Mutual Life manager, New York City; A. Stewart Payne, home office general agent of Security Mutual, Binghamton; Harold R. Fleck, Equitable of Iowa, Albany; R. Richard Blanchard, Metropolitan, Malone; Henry M. Lites, Phoenix Mutual, Syracuse; Frank Alberts, Aetna, Rochester.

Delegates discussed industrial limits on minors, the New York marital deduction law, and section 213. They were guests of the Rochester association for luncheon, where Mr. Shoemaker gave his talk on "No Death of a Salesman."

An Unusually Complete Line of Juvenile Policies.

plus Substandard Service

plus Disability Income

plus Health and Accident in Combination with Life

plus Merchandising Plans that "Click"

plus Lifetime Compensation

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Write FRANK L. BARNES, 1st V.P. and DIRECTOR of AGENCIES

## Higher Production at Lower Unit Cost

(CONTINUED FROM PAGE 3)

committees, while the third was appointed at the suggestion of the U. S. census bureau and veterans administration. The latter, headed by Harold Finley of Metropolitan Life, will work with a government committee to exchange information and develop clerical production standards, etc., involving large-scale clerical operations.

D. N. Warters, executive vice-presi-

dent of Bankers Life of Iowa, said that life companies are paying too little attention to the changes that will eventually come with increasing rapidity of communication.

"If it were possible, at reasonable cost to converse with any person at any time or show a picture to any person at any time no matter where the person was located in the United States," he said, "it is evident that our present record systems and branch office installations be subject to radical change. Our plans should begin to give more consideration to these possible changes. In the same way, great organizational changes will occur as travel becomes more rapid and convenient."

Mr. Warters said also that the life insurance business should do a better job of telling its policyholders about the burden of taxes on their insurance savings and thereby try to correct an inconsistent situation.

"If it is desirable to tax people in order to provide social insurance benefits, why at the same time do we penalize those who try to provide for themselves?" he asked. "Taxes on premiums paid to insurance companies for similar benefits are a direct penalty on thrifty citizens striving to be self-supporting."

### Pay Reductions Unwise

In view of the squeeze that inflation places on the take-home pay of white-collar workers, it is probably not good management policy to attempt to curtail earnings of life company employees, but instead management must strive to increase productivity of the employees so that unit costs will be held down, while take-home pay remains at competitive levels with the general labor market, said Henry H. Edmiston, vice-president of Kansas City Life.

"On the investment side," said Mr. Edmiston, "life companies must be alert to promote new investment opportunities that will provide higher earnings but which are at the same time consistent with established standards of safety. Perhaps there is a need for more liberal statutes to enable the companies to extend the scope of their investment activities."

### Policyholders Service Departments

The life insurance business can expect their policyholders' service departments to grow in importance, said George M. Bryce, assistant secretary of Lincoln National. He pointed out that most companies are selling an increasing volume of term policies and term riders and this means more term conversions. Third-party policies seem to require more changes and adjustments. The increased volume of group insurance will result in more group conversions. Pension trust business requires a lot of attention. Agents are doing a more thorough job of programming and this results in many changes of beneficiary.

Although companies vary in their opinion as to the advisability of centralizing policyholder services in one department, according to Mr. Bryce, his own company has found many advantages in doing so. It believes it is easier to train a group of correspondents under one department head than it would be to give adequate training to correspondents in various departments throughout the company. It has also found that properly trained correspondents can write satisfactory letters on a wide variety of subjects and that for the vast majority of the problems which arise it is not necessary to have the reply to the policyholder written by an accountant, lawyer or doctor or actuary.

R. A. Clark, secretary of Columbus Mutual, told about that company's method for handling late premium remittances. This was described in the Feb. 10 issue of THE NATIONAL UNDERWRITER in reporting Mr. Clark's talk at the company's convention.

One advantage of the plan, said Mr. Clark, is that it helps save the agent's time and improves his public relations with his policyholders. With the plan, the agent is asked for help only after the grace period has expired, which means that he is asked for help on only about 5% of his policyholders instead of the 25% to 40% as in the past. Mortality cost of the plan is surprisingly low, the net term insurance cost of 15 days additional protection being only three cents at age 10 and ranging up to 91 cents at age 60.

Warren J. Moore, secretary Old Line Life, stressed the importance of human

relations not only in making work more pleasant but as a financial matter. His company has a system under which an annual interview is given every employee by his immediate supervisor during the anniversary month of his employment. The employee is encouraged to talk about himself, his problems and his objectives. Most interviews show that the employee is satisfied but many other interesting things are brought out. This plan doesn't eliminate the idea of talking with an employee at any other time but it definitely insures that at least once a year the employee is invited to have his say with his superior.

## CHENEY HEADS SELECTION MEN

(CONTINUED FROM PAGE 2)

These included a new statement of objectives, a modernization of membership requirements, a change in the election procedure, and a redefinition of the terms of office.

J. Q. Taylor, Northwestern National, brought greetings from the Institute of Home Office Underwriters, and announced that the Institute would hold its fall meeting at Omaha, Nov. 1-2.

### WEBSTER PAPER

The results of several studies made by his company on the effects of attending physicians' statements on underwriting practices were described in Mr. Webster's paper. He prefaced his remarks by suggesting that underwriters pay attention to the economics of their information requirements about applicants. Are we getting value for our money from this extra information?, he asked. His company was asking for the information in about 21% of the cases. The principal study showed the result of the statement upon underwriting action such as "No change," "Adverse change," and "Favorable change." The study covered 4,061 cases from May to October, 1947. The total of adverse cases was 644 or 16%. Adverse actions ranged from plan limitation to declination and were distributed about half above and half below 50% extra mortality. Figures were broken down into different categories such as age, sex, amount. There was no correlation between amount of insurance and adverse ratios.

Favorable action resulted in 6% of the cases and "No change" in 78%. He included a table showing the break-even point for the company on costs in getting the statements. He said the company found it could be more liberal in its attitude toward certain specific histories such as colds, influenza, etc., and "on general grounds we felt we could be liberal at ages 35 and under."

During his talk and in the discussion that followed it developed that many companies have increased from \$2 to \$3 the amount they pay for the extra statements. With some hospitals and clinics the cost is \$5. Companies have found that they get much quicker responses to their requests from doctors if they enclose the check with the request for the statement rather than waiting until the information has been received.

### Menge Talk Stirs Interest

Considerable interest was displayed in the talk by Walter O. Menge, Lincoln National, on mortality experience on cases with alcoholic habits. This paper will be reported in an early issue. Mr. Cheney presided at this session.

That evening there was a reception. Insurable interest was the subject of J. C. Archibald, Bankers of Iowa, who spoke Tuesday morning. His talk was followed by a brief discussion of the benefits and costs of reinsurance. Among the developments in this field has been the creation of reinsurance pools among groups of companies with dividends for those in it having good experience. Mr. Webster presided.

Considerable time was devoted to arguments for and against the current

trend toward liberalization of non-medical underwriting rules. The consensus seemed to be that it was safe to liberalize so long as demonstrated savings merited the relaxation of requirements.

Cautions were offered against over-liberalization. Some asked for clearer definitions of the terms and statistics being used to support current moves in the field. That afternoon Mr. Claves presided at an informal discussion on current underwriting problems.

### Talks on Atomic Effects

Mr. Harrison presided at the Wednesday meeting of the occupational committee. Speakers included Col. Stratton, who spoke on the underwriting of applicants working in the plants of the atomic energy commission, and Dr. Nathan H. Woodruff, assistant chief of the isotopes division of the commission, who described the distribution, handling and control of radioactive isotopes.

C. C. Payson, Connecticut General, spoke on jet propulsion and the resulting sound component. Morris Pitler, Mutual Life, offered notes on potteries.

J. M. Little, Prudential, gave the field man's viewpoint at the industrial underwriting session, where Wray M. Bell, London Life, presided. The meeting concluded with an informal discussion.

Attendance at the three-day meeting exceeded 300.

## Kalmbach Named New Mass. Mutual President

(CONTINUED FROM PAGE 1)

in 1912. He taught at the Hill School, Pottstown, Pa., before entering life insurance. He was in the actuarial departments of Home Life of New York and Aetna Life before joining Massachusetts Mutual in 1919. He is a fellow of the Society of Actuaries and is a navy veteran.

Mr. Fischer joined Massachusetts Mutual in 1914 as general agent at Peoria and in 1926 was transferred to St. Louis. He went to the home office as a vice-president in 1936, and in 1948 was elected a director. He has held various offices in L.I.A.M.A. and is a trustee and a member of several committees of the American College. He was the first president of the Illinois and Missouri associations of life underwriters and is a former vice-president of N.A.L.U. He is a law graduate of University of Illinois and following graduation he practiced law in Peoria for two years.

## Equitable Society Upheld

The Illinois appellate court, first district, has affirmed the Cook county superior court's decision favoring Equitable Society in Fenske vs. Equitable, a case in which Equitable refused to pay out the cash surrender value of a policy because the policy was involved in a trust agreement in which Fenske named his grandchildren as beneficiaries in the event his children, the primary beneficiaries, should die before the proceeds were paid. Equitable's refusal to pay the surrender value was based on the fact that Fenske had not obtained the written consent of his grandchildren to revoke the trust.

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*All for one...  
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One for all*

Ever since Alexander Dumas wrote his famous novel, the motto of the Three Musketeers has stood for teamwork of incomparable quality. Those six short words express so clearly a pledge of cooperation—a symbol of solidarity—the idea of working together for a common cause.

In the Minnesota Mutual every person in the Home Office and in the Field is "one for all and all for one." Every Minnesota Mutualite has an inherent pride in his company. It is this mutual spirit of cooperation that has helped build the excellent reputation that is the Minnesota Mutual's.



# THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL 1, MINNESOTA

OFTEN THERE'S NOTHING SO RESTFUL—

OR STIMULATING—

AS AN HOUR IN A

# Flower Garden

SOMETIMES it's not so much what's said as what remains unsaid that's important. Like on the Saturday afternoon that Joe and Mary Thomas walked into the flower garden of the old Bentley home.

Doris Bentley was tending the azaleas. Although she was in her forties, she looked girlishly trim, kneeling there, canopied by a huge straw hat.

They chatted—Joe and Mary and Doris—for almost an hour, warmed by the rays of the late spring sun and the easy comfort of well-seasoned friendship. Doris showed them two small sections of the garden, each cared for by one of the children. "You never saw such competition in your life," Doris laughed. "They practically get out a ruler to see whose flowers are growing faster."

The only thing that was a key to her real thoughts was one small sentence Doris said as they were leaving. "I often think how lucky the children and I are to have this garden—and all that goes with it."

But Joe knew the rest. He knew that

she had spent many thoughtful hours in the garden, grateful for the love and foresight of her husband who had provided for her and the children.

And Joe, on his part, felt a sense of accomplishment that many men never know. For here, in the quiet of the garden, was testimony enough that he had chosen wisely years ago when he had decided to concern himself with people and their protection, when he had made up his mind to become a New York Life agent.

Joe felt, as he and Mary left, that what had been left unsaid was much more important than what had been said—there in the garden that Saturday afternoon.

NEW YORK LIFE INSURANCE COMPANY  
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT  
IN YOUR COMMUNITY  
IS A GOOD MAN TO KNOW



Naturally, names used in this story are fictitious.